

# SOUTHERN AUTOMOTIVE JOURNAL

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>
August, 1951	



**YOU'RE THE DOCTOR**  
...with Perfect Circle's

# 2 in 1 Chrome Piston Ring Set

Every set offers a choice of spring pressures

**Now**—for the first time—mechanics can choose the spring pressure best suited to every engine without switching between various brands or types of rings!

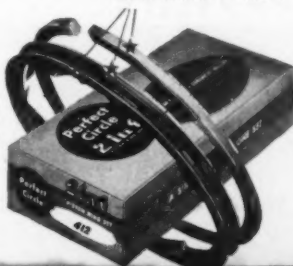
**Two expander springs**—a NORMAL PRESSURE Spring for resleeved, rebored and slightly worn engines, and a HIPRESSURE Spring for

badly worn engines—are packed with each Chrome Oil Stopper.

**What's more**, solid chrome plating on top compression rings and the steel rails of the oil rings assures twice the life of ordinary ring sets! Yes, for double service, double life, sustained power and new economy—

specify 2-in-1! Perfect Circle Corporation, Hagerstown, Indiana.

PLATED WITH SOLID CHROME



Steel rails plated with Solid Chrome. Alternate HiPressure Spring packed with each Chrome Oil Stopper for positive oil control even in badly worn engines.

**Perfect Circle**  
The Standard of Comparison

# BELT STOCK CHANGE-OVERS ARE A PLEASURE WHEN YOU GO *FACTORY FRESH!*

Here is an actual photograph of dealer's stock which has been changed over to the Durkee-Atwood *Factory Fresh* program. Can you tell which are the *Factory Fresh* V-belts in plastic-sealed packages and which are the changed-over stock in unsealed packages? For the answer, see the bottom of this page.



You're in business right from the start when you change over to the Durkee-Atwood *Factory Fresh* V-Belt program. Your present stock is re-packaged so that it looks the same as the *Factory Fresh* V-Belts you add to fill in needed sizes!

This big-league merchandising program gives you the cleanest, freshest-looking stock of V-belts in town. No wonder the *Factory Fresh* idea is catching on fast with dealers everywhere—they recognize it's the hottest thing in the belt business!

Change over to Durkee-Atwood today! Join the champion in the plastic-sealed package—the only V-belt that's **GUARANTEED NEW** and *Factory Fresh!*

\*Nos. 1, 4, 5, 8, 10, 11 and 12 are old stock re-packaged at time of change-over. The other belts are our famous *Factory Fresh* belts in plastic-sealed packages. Your stock can have this same "beauty-treatment." See your Durkee-Atwood jobber or mail us the coupon at the lower right.

***Factory Fresh***  
**WHEN YOU**  
**BUY 'EM!**

***Factory Fresh***  
**WHEN YOU**  
**SELL 'EM!**



## GET THESE EXCLUSIVE *Factory Fresh!* ADVANTAGES

PLASTIC-SEALED *Factory Fresh* PACKAGE excludes dust, dirt, sunlight, moisture, oil and grease—retards oxidation. Durkee-Atwood V-Belts are **GUARANTEED NEW** and *Factory Fresh* as long as the sealed package is unbroken!

ALL INTERCHANGEABILITIES, SPECIFICATIONS AND CAR APPLICATIONS are listed right on each package. You don't have to refer to belt charts or catalog sheets. This complete information simplifies and speeds up replacements!

CHANGE-OVER PACKAGES for your present stock duplicate the appearance of the *Factory Fresh* package. Fill in with Durkee-Atwood V-Belts as you go along, and you'll soon have your complete stock of *Factory Fresh* V-Belts in plastic-sealed packages!

Copyright 1951  
Durkee-Atwood Co.

**DURKEE-ATWOOD  
COMPANY**

MANUFACTURERS OF V-BELTS, RUBBER AND  
CHEMICAL PRODUCTS SINCE 1910

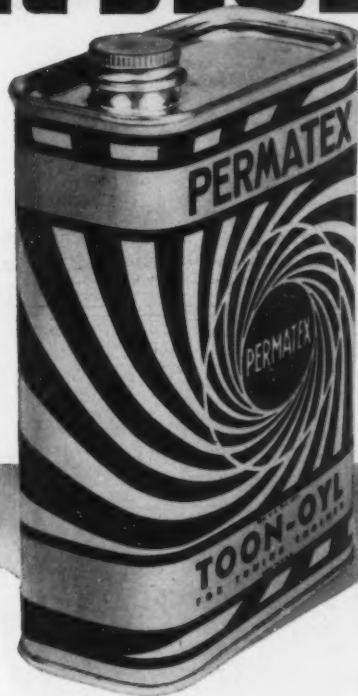
## MAIL THIS COUPON TODAY!

DURKEE-ATWOOD CO., Dept. S48, 215 N. E. 7th St., Minneapolis 13, Minn.  
Gentlemen: Without obligation, tell me how I can make your "beauty-treatment" change-over to Durkee-Atwood *Factory Fresh* V-Belts and earn greater profits. Also tell me the name and address of your nearest jobber.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# PREVENT ACID-ACTION and SLUDGE



Extensive research has proven that acid action causes more engine wear than friction. Use Permatex Toon-Oyl to neutralize acid and remove sludge and gum binders from all working parts. Permatex Toon-Oyl keeps lubricating oils free-flowing in coldest weather. Add one quart of Permatex Toon-Oyl to the crankcase.

*When you talk Permatex... you're talking Quality!*

**PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.**

**Monoxide Fatal To Man in Car;**

Carbon monoxide morning claimed the life of...

# There is NO CLOSED SEASON on CARBON MONOXIDE Poisoning From Leaky Exhaust Systems

**College Prof Warns Of Deadly Monoxide Fumes**

**Driver's Horn**  
His horn probably...  
of truck Maplecrest Ave.,...  
30, of 6484 today.  
Heights, today.  
Seever left the cab of his carbon...  
into

**Aged Woman Is Overcome by Monoxide Gas**  
Overcome by carbon monoxide...

**Lack of Gas Saves 4 From Monoxide**

A nearly-empty gasoline tank...  
and a timely stop in a Sterling...  
filling station were credited...  
terday with saving the life of...  
Clara Cook, 41, of 1218 Cl...  
st., Sterling, police reported...  
Mrs. Cook fainted as she...  
from an automobile her...  
was driving, af...

**Gas Fumes Overcome Policeman in Cruiser**  
Patrolman Frank Srozy...  
of 4072 E. 72d St., a city p...  
for 24 years, today was...  
by carbon monoxide...  
cruising in a...

**4 overcome by bus fumes**  
Replace with

**Gas Overcomes Couple As They Step from Car**  
Victims of an unusual case of carbon monoxide...  
John Langdon, 27, 1702 Erie, and...

**Carbon Monoxide Overcomes Three**

MacRae, of Rockingham, N...  
the most serious...

**TOURIST OVERCOME BY MONOXIDE**  
When...  
er, 54, of...  
front he...  
West b...  
Monda...  
Vasse...  
taura...  
Miss...  
Ver...



# MCCORD

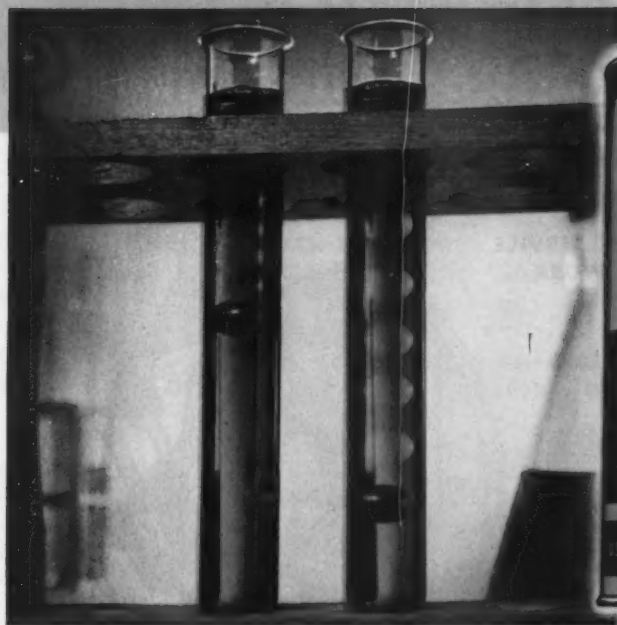
**Individually Engineered MUFFLERS And PIPES**

SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A.  
Subscription rates, United States and Possessions, \$2.00 for one year; Canada and Foreign Countries, \$10.00 per year.  
Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

Volume 31

Number 8

# MAKES OIL FLOW FASTER MAKES ENGINES LAST LONGER



**Proof that Casite speeds the flow of oil:** The tube at the left holds No. 20 oil, the one on the right holds the same oil with 10% Casite added. Steel bearings are dropped in both simultaneously. Note the bearing drops much faster in the tube containing Casite.

● Here's further proof that Casite gives extra protection through improved lubrication—a demonstration you can make to your customers.

Even in warmest weather, motor oil is "cold" and slow when the engine is first started. Oil must warm to 210°F before it gets around efficiently. Casite makes that slow oil move fast—actually speeds the flow of No. 20 oil 29% at 70°F, more when the engine is colder. Yet as the engine warms up, oil returns to normal-range viscosity assuring protection at all times. Casite gets enough oil to the right places at

the right time—for long and economical engine life.

And that's just one of the reasons Casite sells fast and repeatedly. Old customers know Casite frees sticky valves and rings, lets the power zoom through. New customers put their faith in Casite's guarantee—Better and Smoother Performance or Double-Your-Money-Back.

Run a pint through the carburetor air-intake every three months, or keep a pint in the gasoline. Add a pint to the full crankcase every 1000 miles and with every oil change.

**CASITE DIVISION • HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN**  
CASITE • DROUT • PISTON RINGS • SPARK PLUGS • OIL FILTERS

★ NATION'S NO. 1 OIL ADDITIVE

★ NO. 1 PROFIT-MAKER, TOO



# Barrett Meets All Needs

## THE WORLD FAMOUS BRAKE DOKTER

### Services Shoes ON The Car

*...to a precision fit or for cam ground effect*

**RECOMMENDED FOR ALL REPAIR SERVICE  
SHOPS DOING ACTUAL BRAKE WORK  
ON THE CAR**

**ANALYZES AND CORRECTS SQUEALS —  
HARD PEDAL — SIDE PULL — AND  
OTHER BRAKE TROUBLES**

The Brake Dokter measures drum diameter to the thousandth of an inch. It is a combination Shoe and Drum Gauge, centralizing tool and precision lining grinder.

It tailors lining to drum size, or undersize, for cam ground effect with Shoes mounted on the backing plate. It eliminates all accumulated errors — Produces the perfect brake job.



Approved, Used and  
Recommended By All  
Leading Car, Bus,  
Truck and Trailer  
Manufacturers

### 4 Models Available

**B-105A** For Universal  
Passenger Car Service  
**B-110A** For Individual  
Car Dealers  
**B-115A** For Passenger  
Cars and Trucks  
**B-120B** For Trucks  
and Buses

**PRICED FROM \$195<sup>00</sup>**

*Ask Your Jobber  
...Or Write Direct*

**BARRETT**

*The World's Finest Brake*

GRINDING SHOES <i>on</i> THE CAR	
<p><b>STEP 1</b></p> <p>Check Diameter Of Brake Drum</p>	<p><b>STEP 2</b></p> <p>Use Drum Mike To Set Grinder Drum Size Or Undersize</p>
<p><b>STEP 3</b></p> <p>Centralize, Adjust And Circle Grind Lining</p>	<p><b>STEP 4</b></p> <p>Install Drum. No Further Adjustments Needed</p>

# For Brake Shoe Grinding!

## PRECISION RADIUS SHOE GRINDER Services Shoes OFF The Car

*...to fit drum or for cam ground effect*

RECOMMENDED FOR WHOLESALE SHOPS  
FURNISHING EXCHANGE BRAKE SHOES TO THE  
GARAGE TRADE

PRE-FITS RELINED SHOES TO THE EXACT DRUM  
SIZE OR GIVES CAM GROUND EFFECT IF DESIRED

The Radius Shoe Grinder is a precision machine which grinds brake shoes to the exact curvature of the drum. It may also be set to grind lining standard size, oversize or undersize for cam ground effect, with provisions for chamfering.

### 3 Models Available

B-350 Radius Shoe Grinder

B-75 True-Arc Grinder

PRICED FROM

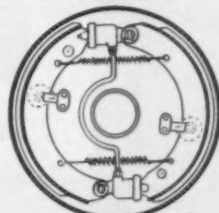
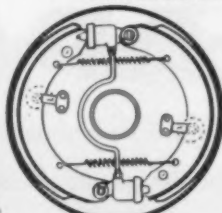
**\$148<sup>50</sup>**

Model B-75-1 Grinder Attachment available for Barrett Reliners or any other Reliner having a rigid grinding table.



GRINDING SHOES **OFF** THE CAR

QUICKLY PRODUCES EITHER CAM GROUND EFFECT  
OR PRECISION FIT AS YOU DESIRE



Cam Ground Effect Suggested By Chrysler Bulletins  
For Their Brakes Provides Center Shoe Contact

Precision Grinding Finishes The Shoe To Exact  
Curvature Of The Drum—Regardless Of Oversize

## EQUIPMENT CO.

*Service Equipment* 21st and Cass, St. Louis 6, Mo.



*Alfred*  
A.P.C.  
*American  
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BRIDGEPORT

BRIGGS

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CELORON

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DITTMER

DUCKWORTH

ECHLIN

Federal

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GRAPHO

MARTIN-SENOUR

MicroTest

Modac

Monmouth

*New Britain*

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PRECISION

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RABITAN

*Alfred*  
RAYMOND

Soundmaster

STANDARD

Spicer

Thomson

*Valco*

UNITED

*Alfred*  
WISCONSIN

ZOLLNER

# TODAY, MORE THAN EVER—

*Your NAPA Jobber  
is a Good Man to Know!*

In these times, quality parts and dependable jobber service are extra important to your business. That's why—today more than ever—your NAPA Jobber ought to be your *first* source for parts and supplies.

Backing up his own broad stocks, your NAPA Jobber has the vital advantage of NAPA Warehouse Service . . . bringing *master stocks* of every NAPA line within overnight shipping distance of your shop.

The lines your NAPA Jobber stocks are *quality* lines. Many are widely used as original equipment. Every NAPA line is recognized as meeting the highest standards of genuine quality—for cars and trucks of all makes.

On every part, the NAPA Seal is a

selling asset—"as advertised in The Saturday Evening Post and Collier's." And to help you cash in on NAPA's national advertising to your customers, your NAPA Jobber has valuable display material for use in your shop.

Through his affiliation with a great national business organization, your NAPA Jobber is kept up-to-date on changing conditions. He is better informed and better equipped to give you prompt, dependable service—consistently!

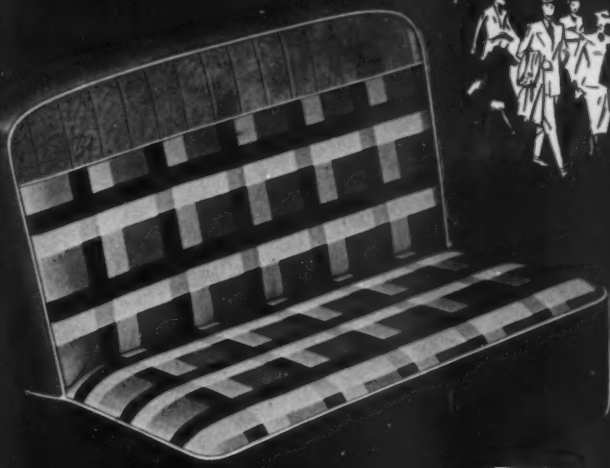
NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

## N.A.P.A.

*is the largest Independent Parts  
Organization in the Industry!*



Your customers ask for *THE NAME THEY KNOW*



*First...*  
by popular choice

*Howard Zink*



Millions ask for Howard Zink Seat Covers by name. They know the Howard Zink name because they see it month after month in the SATURDAY EVENING POST and HOLIDAY. Howard Zink Seat Covers are first by popular choice — by far the biggest selling seat covers in the world. Are you selling Howard Zink Seat Covers? Write us and we'll have a representative call.

Our representative will tell you the full story.

Please have your representative call on us

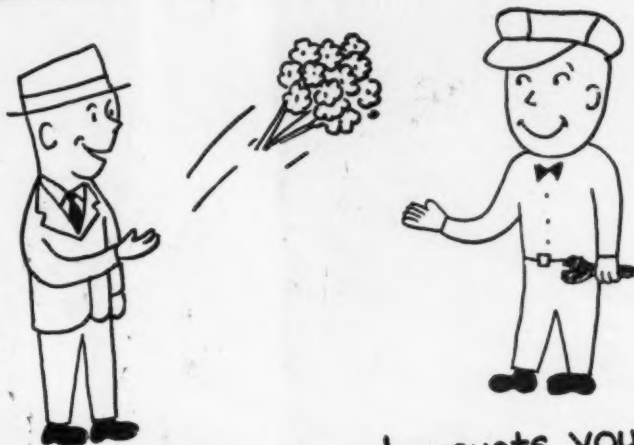
Name

Company

Address

City  State

*Howard Zink*



## Want customers tossing bouquets your way?

If you want your reputation for top service to blossom, let your customers know that the replacement parts you use are the best you can buy. Every time you replace a

tapered roller bearing, point out the trademark "Timken" on the replacement. That way your customers are sure to know they are getting the finest in quality.

## Just tell 'em it's "TIMKEN®"



**T**IMKEN® bearings are the number one choice of automobile manufacturers for original equipment. That's because *only* Timken bearings give you (1) advanced design, (2) special analysis steels, (3) precision manufacture, (4) complete quality control. Check for the trademark "Timken" on every tapered roller bearing you install. And remember to show it to your customers, too!

**FREE BOOKLET!** Write today for your copy of "Timken Tapered Roller Bearings, Their Care and Maintenance". Dept. JA-8, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

**TIMKEN**  
TRADE-MARK REG. U. S. PAT. OFF.  
**TAPERED ROLLER BEARINGS**

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL ○ AND THRUST — LOADS OR ANY COMBINATION ✱

## MOOG X-PLUS PISTON RINGS

Set No.  
**#5-562**

Featuring the famous X-plus oil ring designed for quick seating, long life and **CONTROLLED** lubrication.

ROUNDED EDGE  
FOR IMMEDIATE  
SEATING

CAST IRON  
CENTER MEMBER  
IS AN OIL  
RING IN  
ITSELF

STEPS ACT  
AS TINY  
ELEVATORS TO  
METER OIL TO  
TOP RINGS

4  
SCRAPING  
EDGES

LARGE  
OIL PORTS—NO  
TAPERED SHOULDER  
TO START  
CLOGGING



## *Restores* **FULL POWER**

### IN 1941-1948 OLDSMOBILES

When Oldsmobile 1941-48 Models 66, 76, and 96 need new rings, you will find Moog set #5-562 does the job.

It's engineered for these six-cylinder motors — restores *Full Power* and eliminates costly come-backs. You can guarantee Mr. Oldsmobile owner, a tip-top motor reconditioning, the Moog *Full Power* way. On that next Oldsmobile job, try a set of Moog X-Plus Piston Rings No. 5-562. Prove it and believe it yourself.

**MOOG PISTON RING CO. ST. LOUIS 14, MO.**

Division MOOG INDUSTRIES, INC.



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Designed especially  
for heavy duty  
MULTI-STOP  
service

## GRIZZLY "SILVERTIP"

As you know, continual stops and starts make extra heavy demands on the brake lining of trucks, cabs, and similar vehicles. To meet these severe multi-stop requirements, Grizzly has developed a new semi-rigid type of lining—Grizzly "SILVERTIP."

Moulded into a very dense structure, Grizzly "SILVERTIP" provides longer wear, with peak performance, under extreme service conditions. Yet it retains such other desirable characteristics as soft pedal, quiet operation, and ability to make quick stops repeatedly without fading.

Grizzly "SILVERTIP" is available in undrilled multiple coverage segments and in individually boxed sets, drilled and countersunk to vehicle manufacturers' specifications. It comes in oversizes as well as standard thicknesses. For full details, ask your Grizzly Distributor. Grizzly Manufacturing Company, Paulding, Ohio.



**"SYNCHRO-SETS"**  
For riveting. Famous for nearly 40 years for smooth, soft-pedal, safe stops. Drilled and countersunk to manufacturers' specifications. Individually boxed.

### PRECISION BUILT BRAKE BLOCKS

Finished to close tolerances in every dimension, controlled throughout manufacture to assure uniform performance characteristics.



## THE BEST YOU CAN SELL!



### BRAKE FLUID

Meets or exceeds all S. A. E. standards. Chemically stable. Anti-foam. Moderate duty type for range of 300° to —80°. Heavy duty type, 325° to —60°.

### "SAFTIBOND" LINING

The original lining with factory applied-bonding agent, which saves time, produces cleaner, better results, at less cost.



Bear in Mind ... ask for

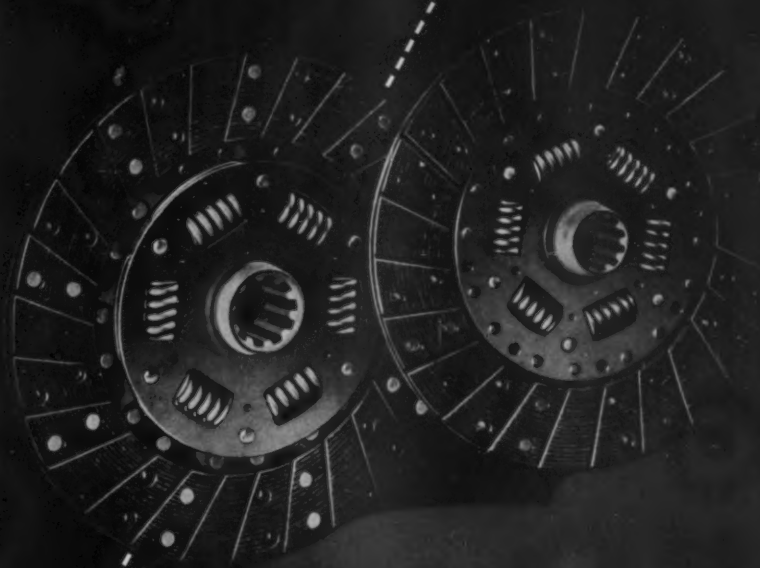


**GRIZZLY**  
BRAKE LINING



# Perfection

## **CF** Clutch Plates



*assure customer satisfaction . . . profits for you!*

Look to your PERFECTION jobber for your clutch plate requirements. You can turn chatter and grief into praise and profits by standardizing on PERFECTION "CF" Clutch Plates.

These quality replacement clutch plates have patented formed and riveted cushioned springs designed to eliminate chatter and grab.

Other important features include balanced coil center spring which absorbs torsional vibration and transmission rattle. Full-floating hub won't pull out. Plate is completed with jointless and endless card-woven facing, with standard BLMA drilling.

For details, consult your PERFECTION jobber, or write us.



*Perfection Gear Company • Harvey, Illinois*

PERFECTION PRODUCTS INCLUDE: Sinter Timing Gears, Metal Timing Gears, Sinter Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

**You can be  
completely  
confident..**



**FITZGERALD**

Metallic Aluminum-  
Fused-Oxide  
Steel Asbestos

**GASKETS\***

*says P. J. Fitzgerald*

New no longer, but *performance-proven*, Fitzgerald Metallic Aluminum-Fused-Oxide Steel Asbestos Gaskets\* have won world-wide acceptance for their ability to withstand the extreme pressures and heat of modern high compression engines under all sorts of conditions for several years now.

They're readily available everywhere . . . from leading jobbers throughout the United States and Canada and are exported to the rest of the world exclusively by the nation's largest automobile manufacturer.

When you install Fitzgeralds . . . as replacements or as original equipment . . . you can be sure of a lasting, perfect seal.

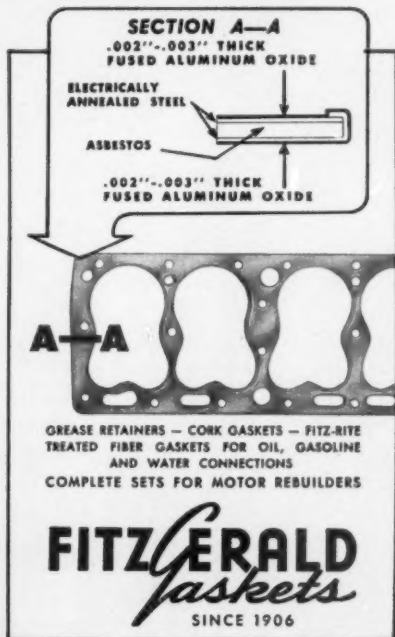
\*Service mark registration pending

President

THE FITZGERALD MANUFACTURING COMPANY  
Torrington, Connecticut

CANADIAN FITZGERALD, LTD.  
TORONTO, CANADA

BRANCH AND WAREHOUSE  
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SIZE  
5" x 7 1/2"  
CLOTH  
BOUND  
POCKET  
SIZE  
HARD  
COVER  
100 PAGES  
OVER 100  
ILLUSTRATIONS



# New! BODY REPAIR and PAINT GUIDE for

- Automobile Body Repairmen
- The Automobile Painter
- Parts Men and Service Men

by **WILLIAM J. ATHANSON**  
GENERAL MANAGER

PARTS AND REFINISHING MATERIALS  
DIVISION, BRIGGS MANUFACTURING  
COMPANY. W. J. Athanson has had years  
of experience in the Automobile Industry  
and understands the problems of automo-  
bile body repair and paint men.

THE PUBLISHER: BRIGGS MANUFACTURING COM-  
PANY—World's Largest Independent Automobile  
Body Builders and Finishers Since 1909—Detroit,  
Michigan.



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Helpful Hints, Short Cuts, Time Saving Methods  
Subject Index

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This book was written and published after exhaustive research and "on-the-job" study in dealerships and body shops throughout the country, and covers all the proper procedures of body repair and automobile painting with every classification completely described. It is in every-day layman language—easy to read and well edited. Every conceivable phase in this field was analyzed and this book, "Automobile Body Repair and Paint Guide," was produced for the main purpose of helping automobile body repairmen and automobile painters, parts managers and service managers in the part they play in Industry today; particularly, as it applies to their contact with the car owners.

The contents of this book and its purpose has been approved enthusiastically by Divisions of the Chrysler Corporation, Packard Motor Car Company, The Studebaker Corporation and by leading automobile dealers.

In addition to every automobile body repairman and automobile painter being interested in and wanting a copy of "Automobile Body Repair and Paint Guide," every service manager, parts manager and other employees of automobile dealers and body repair shops will want a copy of this book for everyday reference.

BRIGGS MANUFACTURING CO.  
Refinishing Materials Division—Dept. E  
3001 Miller Avenue • Detroit 11, Michigan

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☐ money order ☐ check, in the amount of \$\_\_\_\_\_ to  
cover each book at \$2.00 each (mailing cost included).

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Signed \_\_\_\_\_

\$2.00  
PER BOOK

FROM BORDER TO BORDER JOBBERS ARE SAYING:

*"When you add the total score*



Here in Lansing we've closely watched the swing to Auto-Lite and its famous spark plug line. Auto-Lite has consistently offered my dealers more in promotion, more in new and better sales leaders. It's by far the most active line on the market."

*Ed Phillips*

PRESIDENT  
PAUL AUTOMOTIVE  
LANSING, MICHIGAN

"Can't say I've ever seen a spark plug line that's made strides like Auto-Lite. My dealers like the Auto-Lite line because it gives them complete coverage of their market . . . helps them make more profit. I'm 100% sold on Auto-Lite—it's a wide-awake line."

TEXAS

*Stanley Fletcher*

MCDONALD AUTO SUPPLY CO.  
AMARILLO, TEXAS



# AUTO-LITE *is the line*

*...because Auto-Lite gives you the only complete line of spark plugs for maximum sales!*

Plus the best advertised name in the automotive aftermarket—sensational, big-time radio and television "Suspense!" shows—colorful national ads in America's leading publications—exclusive AAA tie-in—coast to coast highway signs—a big, ready-made market of Auto-Lite equipped cars—sure-fire promotion and tie-in material—everything needed to draw new customers in and make 'em buy.

You'll find it pays to be an Auto-Lite Registered Service Dealer (RSD) . . . pays in sales . . . in volume . . . in maximum profit. For only Auto-Lite can give you a complete spark plug line—the Standard Spark Plug, ignition engineered by ignition engineers to give unbeatable performance . . . the Transport Spark Plug for lowest

cost per mile of spark plug operation in heavy-duty service . . . the new Auto-Lite Resistor Spark Plug with new advantages. Capitalize on this money-saving, profit-making spark plug deal that only Auto-Lite offers. Get full details from your jobber or write to

THE ELECTRIC AUTO-LITE COMPANY  
Toledo 1, Ohio      Merchandising Division      Toronto, Ontario  
Tune in "Suspense!" . . . CBS Television Tuesdays



## AUTO-LITE SPARK PLUGS

Auto-Lite Spark Plugs—Patented U.S.A.



RESISTOR

STANDARD

TRANSPORT

All 3 have been selected by leading automotive engineers as original factory equipment on millions of America's finest cars, trucks and tractors.



Everyone... yes  
everyone will buy

**CASCO**

accessories this fall!



#### CASCO SPOTLIGHTS

##### FINEST MADE! INNER CONTROLLED

Powerful sealed-beam light turns in a complete circle. Smart, streamlined design... heavily chrome-plated.

JUNIOR: No. 540 Thru-the-Past LIST \$17.00

STANDARD: No. 541 Thru-the-Past LIST \$18.00

No. 536 Thru-the-Past LIST \$18.00

(Standard Models also available for 12 volts)



#### CASCO GLASS WINDSHIELD DEFROSTER

**SURE! SURE! PROFITABLE!** Exclusive Switch Control plug provides positive "on and off" heat control. Defroster, 8" x 16", works wonders in sleet, ice, snow and fog.

No. A-15 for 6 Volt Systems LIST \$4.00

No. A-16 for 12 Volt Systems LIST \$4.45

#### CASCO 2-SPEED 6" RUBBER-BLADED AUTO FAN

**QUIET! DEPENDABLE!** Fans have chrome plated metal rim and swing arm. Motor case is die-cast, has universal mounting brackets for quick, easy installation.

No. F-11 (6 volt) LIST \$3.00

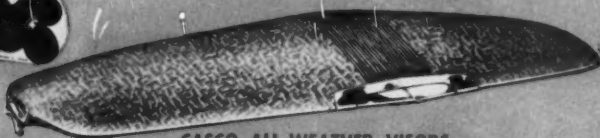
No. F-12 (12 volt) LIST \$3.50



#### CASCO HUB REPLACEMENT ASSEMBLY

**TREMENDOUS NEW MARKET EVERY DAY.** Worn out fans of every make are replaced daily with the reliable CASCO Hub Assembly. Merchandising package includes 6 Hub Assemblies - each 3 mounted on display cord.

No. F-14 LIST \$2.90



#### CASCO ALL-WEATHER VISORS

**WORLD'S BIGGEST SELLER! ONE MODEL FITS 90% OF ALL CARS!** Aero-aluminum, finished in satiny pearl gray Hammeroid enamel, with beautiful chrome brackets and trim. Can be repainted, if desired.

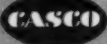
V-15 series LIST \$21.95

CONSISTENT  
NATIONAL  
ADVERTISING

In great mass magazines like  
the Saturday Evening Post,  
makes CASCO a familiar  
name to your customers.

**POST**

DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY



CASCO PRODUCTS CORP., BRIDGEPORT 2, CONNECTICUT

Southeast Repr: LAWRENCE M. HIRSIG & CO.,  
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY  
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

# LAHER BUILDS MODERN SPRING PLANT IN MEMPHIS



**PUT THE EMPHASE  
ON MEMPHIS**

**LAHER** springs are available to garages and spring shops through prominent and well established jobbers and distributors, who carry substantial stocks for all popular models in the conventional leaf type as well as coil springs. LAHER spring franchises are still available to automotive jobbers in certain key distributing centers. Distributors correspondence is invited. When you order springs—put the EMPHASE on MEMPHIS.

An ultra-modern spring manufacturing plant, equipped with the latest spring making machinery, with tempering furnaces critically controlled by electronic devices, and manned by a competent and experienced staff of spring engineers and technicians—this is the type of plant that LAHER has built in MEMPHIS.

This plant will manufacture not only replacement springs and overload springs for all makes and models of automobiles and trucks, but will also make original equipment springs for trucks and trailers. That is LAHER's recognition of the industrial growth and purchasing potential of the New South.

LAHER is one of America's largest manufacturers of automotive springs, sells nationwide as well as in 45 foreign countries. MEMPHIS will have the eleventh LAHER spring plant and distributing point.



For fastest service, ship springs by Motor Carrier from Memphis. Overnight service to most Southern cities.



MANUFACTURED BY **LAHER SPRING & TIRE CORP.**

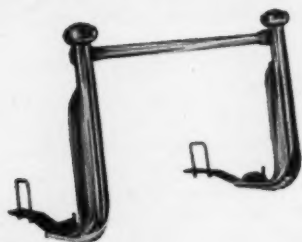
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI

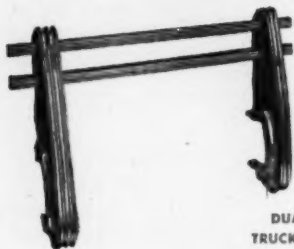
KANSAS CITY, 1630 McGEE ST. • FORT WORTH, 910 FLORENCE ST. • ATLANTA, 843 MEMORIAL DRIVE, S.E.

San Francisco • Los Angeles • Oakland • Sacramento • Seattle • Portland • Spokane • Salt Lake City

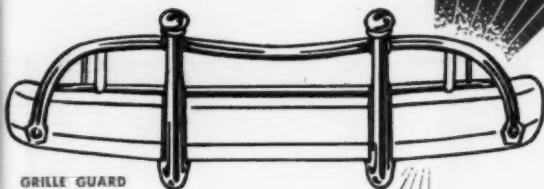
# ENGINEERED



GRILLE GUARD  
TRUNK GUARD



DUAL RAIL  
TRUNK GUARD



GRILLE GUARD  
WITH WINGRAILS



ADJUSTABLE  
LICENSE PLATE  
FRAME

Over 1,000,000  
Pairs Sold

# CELLO

## GRILLE GUARDS

... FOR MORE  
**PROFITS**  
AND BETTER  
**PROTECTION**

**FINEST QUALITY**  
**CUSTOM STYLING**  
**EXTRA STRENGTH**  
**GUARANTEED FINISH**  
**EASY INSTALLATION**

You want extra profits . . . your customers want the best protection for their cars. When you sell CELLO both you and the customer are satisfied, because Cello Grille Guards are specifically **ENGINEERED** to provide the finest protection money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes, 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for **FREE** catalog pages and price lists.

## your GUARD for life

**Cello Products Co.**

161 Prescott Street  
East Boston 28, Mass.

# "Installing **Lincoln** Overhead Boils Reduces Lubricating Time per Car 10%— That Means Lower Costs and Higher Profit"

Walker Bros., Ford Dealer  
Los Angeles, California



"Modernization of our Lubrication Department included installing Lincoln Ceiling Lubreels, which have already cut our lubricating time per car by 10%. They also save 'clean-up' time and allow more work room. Our chassis lubricant, gear lubricants, motor oils and air supply are all within easy reach without taking up any floor space. We have removed our oil highboys, which we no longer need, providing more space for accessory displays.

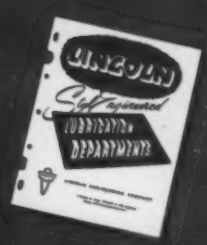
"Our Lubrication Department is the hub of our entire service plant. Sales of mufflers, tail pipes, tires, batteries, radiator work, fan belts, accessories and a great deal of our general repair work, come from contacts made in our Lubrication Department. Our new Lincoln Ceiling Lubreel System is really paying for itself in increased efficiency and lower operating costs."

Walker Bros., Nash Dealers  
Los Angeles, California

Reduce Your Operating  
Costs—Increase Your  
Service—Sales Volume  
with **Lincoln**

*Self-Engineered*  
**LUBRICATING  
EQUIPMENT**

**BUILDS** Complete Lubrication  
**ASSURES** Fast, Easy Lubrication  
**PROVIDES** Complete Service Lubrication  
**INSURES** Dependable Lubrication



**LINCOLN**

# "Our **SKIL** Drills speed repair jobs

Says **CHARLES IMBROGNO**, *Manhattan Motors*,



**SKIL** Drills help keep repair jobs moving through on a fast schedule at Manhattan Motors. They use Model 281 as an all around, heavy duty drill for a wide variety of repairs on all makes of cars. "This drill has more than enough power for any job we give it," says Imbrogno. And that power is housed in a compact tool—small enough for close quarter work, light weight enough to use continuously without fatigue.



**SKIL** Drill, Model 281, helps Charles Imbrogno repair a front wheel assembly. Note how the handles are placed to give a strong, steady grip. Perfect balance makes this drill easier to control. Light weight for easier use in any position.



# and help us sell accessories too!"

2222 North Cicero, Chicago, Illinois



"Here's proof that this SKIL Drill can do heavy duty work in close quarters," says Charles Imbrogno as he uses SKIL Drill, Model 281, to remove a broken bolt from an engine block.



The spot light is installed in a hurry with the help of the SKIL Drill. Another accessory has been sold and another customer has been satisfied with the fast service.



**SKIL Drill—Model 281**

$\frac{1}{4}$ " special duty drill. Recommended for general purpose drilling on repair, installation and maintenance jobs. Capacity:  $\frac{5}{64}$ " to  $\frac{1}{2}$ " in steel;  $\frac{5}{64}$ " to 1" in hard wood. No-load speed: 450 r.p.m. Weight: 8 $\frac{1}{4}$  lbs. Overall length: 12 $\frac{3}{4}$ ".

## Fast Installation sells more accessories



**SKIL Drill Model 47**— $\frac{1}{4}$ " compact heavy duty drill for all types of continuous installation work. Capacity: in steel, 0" to  $\frac{1}{4}$ "; in hardwood, 0" to  $\frac{1}{2}$ ". No-load speed 1800 r.p.m. standard. Faster and slower speeds available. Weight: 3 $\frac{1}{2}$  lbs. Overall length: 7 $\frac{3}{4}$ ".

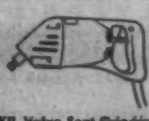
Put time-saving, work-saving SKIL Drills to work on your jobs. 25 models fit all your automotive drill needs. Call your SKIL Jobber.



**SKIL Polisher**



**SKIL Bench Grinder**



**SKIL Valve Seat Grinder**



**SKIL Disc Sander**

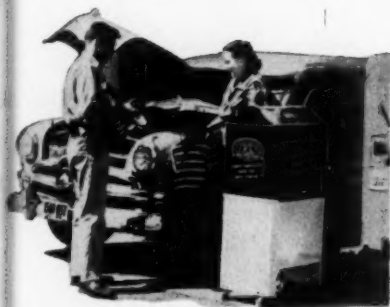
# SKIL

PORTABLE TOOLS

SKIL Products are made only by SKILSAW, Inc.,  
5033 Elston Avenue, Chicago 30, Illinois  
Skil saw factory branches in principal cities

# CONVERSATION or VISIBLE PROOF...

*Which Will Bring **YOU**  
More Oil Filter Profits  
?*



Double your filter service volume... a WIX Dirtector is equivalent to an extra man at your pump!

Today, with modern Heavy Duty Oils in the picture, you're as out-of-date judging the condition of motor oil by the dipstick or on a piece of paper as you'd be trying to sell gasoline from a barrel!

Only with the WIX Dirtector can you accurately show the condition of your customer's motor oil. Whether light or dark—clear clean or dirty—the WIX Dirtector gives both you and the motorist the TRUE answer!

Thousands of WIX dealers are cashing-in on this modern "Engineered Selling" tool. It is so important to sales and profits in oil and oil filter cartridges, that *every* service station should have a WIX Dirtector at *every* pump!

WIX, and only WIX offers you the WIX Dirtector. Contact your nearby WIX distributor for full information. If your Jobber doesn't have WIX, write us today.



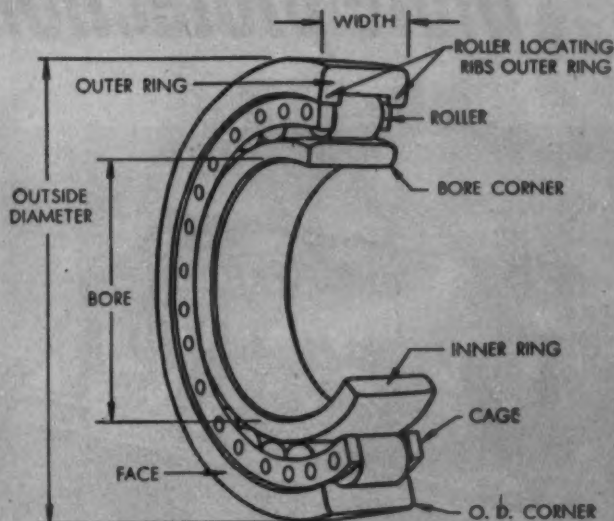
**wix**



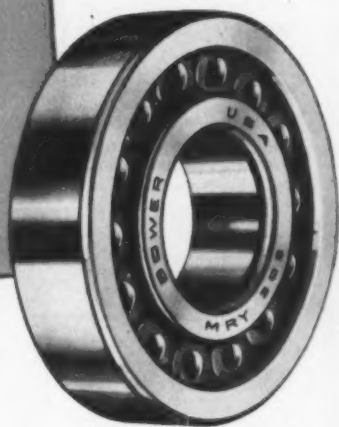
**OIL FILTERS • CARTRIDGES**

**WIX ACCESSORIES CORP., GASTONIA, N. C.**

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Webesh Ave., Toronto 3, Ont.



**BOWER**  
ROLLER BEARINGS



*Quality....*

With straight roller bearings for popular numbers and the extensive tapered roller bearing line, Bower offers you the most comprehensive coverage for service needs! Bower "Spher-O-Honed" tapered roller bearings represent the peak in high-precision quality production.

For quick, complete service on Bower call your Federal-Mogul Jobber! You get the parts you want when you want them. Bower and Federal-Mogul—an unbeatable combination for complete bearing service to you!

*Service*

FEDERAL-MOGUL SERVICE, DETROIT 13, MICHIGAN  
(Division of Federal-Mogul Corporation)

*Ask your Federal-Mogul Jobber!*



# *Sell 100% more protection*

## **Why**

**today's driving conditions require this revolutionary new battery!**

**1**

**You're driving more than ever before—more mileage means more battery wear.**

**2**

**Your battery is being charged more—not only over more miles but, also, at higher rates.**

**3**

**Higher compression motors are here—they require more battery starting power.**

**4**

**Today, batteries are under the hood—and under-the-hood batteries must withstand under-the-hood temperatures.**



# **New Willard Super**

# against the No.1 battery killer

## with Willard

### PRODUCTION EXPANDED to meet the demand for Willard Super Masters

So great has been the demand for the Willard Super Master, that some dealers have been unable to keep it in stock. But now production facilities have been expanded—more Super Masters are being delivered to Willard Dealers every day!

Thousands of car owners have bought the Willard Super Master—thousands still need it. See your Willard Distributor today!

## METALEX

**greatest battery improvement in 25 years!**

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—the lead-alloy framework which holds in place the current-producing active material. Overcharging *corrodes* the grids—*fractures* them—*destroys* their ability to retain active material—*destroys* their utility as current conductors.

But now METALEX—a new and vastly superior grid metal has been developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries!

**NEW**

THE METALEX GRID  
with these  
plus features  
MAKES THE NEW  
WILLARD  
SUPER MASTER  
CUSTOM-BUILT FOR  
TODAY'S DRIVING  
CONDITIONS

**NEW**

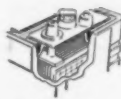
IMPROVED CONTAINER  
FOR LONGER LIFE



New design—heavily reinforced at points of stress. Withstands high under-the-hood temperatures.

**NEW**

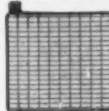
IMPROVED SEALING COMPOUND  
FOR LONGER LIFE



Will neither crack in winter nor melt in summer. Withstands high under-the-hood temperatures.

**NEW**

IMPROVED ACTIVE MATERIAL  
FOR QUICKER STARTS



So much more chemically active, that snap starts are assured—even in cars powered by new higher compression motors!

# Master *with* METALEX



*Raybestos*  
**THE BRAKE LINING**  
**CAR OWNERS PREFER**



Raybestos Division of RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

Raybestos Division of  RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

30 million messages daily ➡



96 million readers ➡



*Millions of motorists stop  
where they see this sign*



FOLKS believe in signs. That's why so many stop at Texaco Dealers' Registered Rest Rooms. And that's why so many more will stop after this advertising makes its impression...with more than 30 million messages now delivered daily on big poster boards from coast to coast...upon more than 96 million readers of the leading national magazines.

Actually Texaco Dealers have two powerful signs that are terrific stoppers, the familiar TEXACO sign and the Registered Rest Room sign. What's more...they are the only two service station signs in America that greet motorists in all 48 States ...two more good reasons why

*TEXACO DEALERS  
are such busy dealers!*



**A Great Line-up for  
TEXACO DEALERS**

*Sky Chief* and *FIRE-CHIEF* GASOLINES

HAVOLINE and TEXACO MOTOR OILS • MARFAK CHASSIS  
LUBRICATION • P T ANTI-FREEZE • REGISTERED REST ROOMS

# BODY FINISHING

## Pays Extra Profits

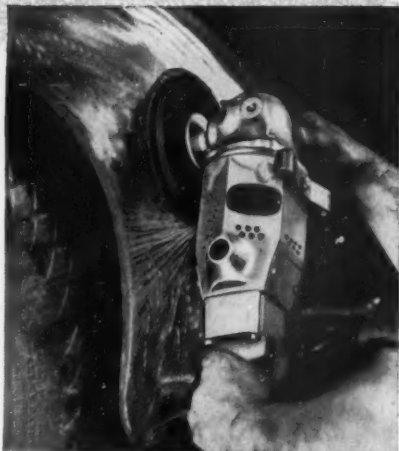
**when you cut  
labor costs with  
BLACK & DECKER TOOLS!**

Labor costs take the biggest bite out of body job profits. So it's plain horse sense to make the most of your mechanics' time with speedy Black & Decker body finishing equipment! Besides the new Feather-Edging Attachment, you have your choice of four B&D Sander models for everything from intermittent service to continuous duty . . . three B&D Polisher models, including the Automatic Polisher, equipped for automatic polish feed.

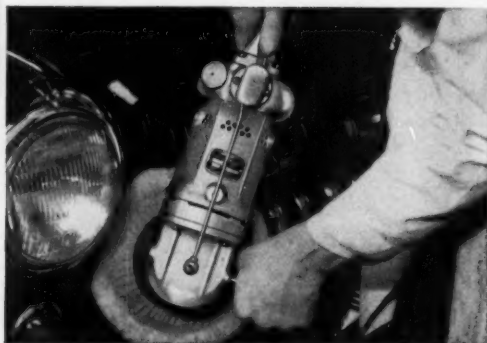
Every one is perfectly balanced for easy handling, quality-built for extra years of service, designed to finish jobs faster—cut your labor costs—boost your profits! See your nearby B&D Distributor for demonstrations. Write for free catalog to: THE BLACK & DECKER MFG. Co., 633 Pennsylvania Ave., Towson 4, Maryland.

LEADING DISTRIBUTORS EVERYWHERE SELL

**Black & Decker**  
PORTABLE ELECTRIC TOOLS



**SANDING**—Use a B&D Sander with abrasive discs to remove old paint, produce smooth surface; with saucer grinding wheels to grind down welds; with "Whirlwind" wire cup brushes to remove rust and road tar.



**POLISHING**—Use a B&D Polisher with Vite-Glaze Polish to clean, polish and seal car surfaces in one operation. Improved B&D Polishers have 30% more power—best glide speed for fast work and brilliant finish.



**FEATHER-EDGING**—Use the amazing, new B&D Feather-Edging Attachment with any 7" Electric Sander to prepare body surfaces for repainting. Eliminates nearly all hand sanding. Feather-edges old finishes in 1/5 to 1/2 time of old methods. Gives satin-smooth finish with no danger of deep scratch lines. Quick-acting twin-lock plunger speeds disc changing.

# "Now...3 times the refinishing volume...and profit!"

Elphege E. Lebel, Speedway Auto Body Works, Worcester, Mass.



A Speedway job dries in 30 minutes under Auto-Bake's infra-red heat.

**"Yes, that's right,"** says Elphege E. Lebel, owner of Speedway Auto Body Works, Worcester, Mass., "since we installed our Brake Shoe Auto-Bake oven and started promoting our factory-method finishing facilities locally, we've tripled our refinishing volume—and profit has gone along with it!"

**Humidity no problem.** "The Auto-Bake's infra-red heat dries and cures our jobs in 30 minutes. No matter how rainy the day, cars come out with a finish that's hard, clean and brilliant. We also found that the Auto-Bake is less expensive to purchase and to operate than competitive ovens, and unlike them, could be installed in our present setup without extensive remodeling."

**What about you?** Steadily increasing car registrations and the more than 28,000,000 cars over 5 years old now in use, with the present possibility of cut-backs in the manufacture of new cars, provide a huge national refinishing potential. You can cash in on your local area's share of this potential by putting the Brake Shoe factory-method finishing plan to work in your neighborhood.

## WHAT EQUIPMENT WILL YOU NEED?

1. The mobile, infra-red Auto-Bake oven, that dries a showroom finish to granite hardness in 30 minutes.
2. The Micro-Spray gun, which sprays an extra-smooth finish by atomizing paint extremely fine and distributing it exceptionally evenly.
3. A standard packaged spray booth to prevent dust and turn out jobs cleaner and safer, is often a profitable investment.

**Mail the coupon** today for detailed information on how Brake Shoe can help make your shop the Number One refinishing shop in your area.

American Brake Shoe Co.  
Kellogg Division  
96 Humboldt Street  
Rochester 9, N. Y.

- ☐ Please send me detailed information on the Brake Shoe Turnover Plan.  
☐ Please have a representative call to discuss the Brake Shoe Turnover Plan with me.

NAME .....  
FIRM .....  
TITLE .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

AMERICAN  
**Brake Shoe**  
COMPANY

KELLOGG DIVISION, HUMBOLDT ST., ROCHESTER 9, N.Y. • DOMINION BRAKE SHOE COMPANY LTD., NIAGARA FALLS, ONT.



# AC

# OIL FILTERS



AC Aluvac Oil Filter Element

## FASTEST GROWING OIL FILTER LINE...

AC Aluvac—the fastest growing oil filter line in the industry—is standard equipment on Buick “Fireball” engines; and optional, factory-installed equipment on Oldsmobile, Cadillac, and Chevrolet. The sensational new AC Aluvac Element has twice the dirt catching ability of the average element, traps particles 1/100 the diameter of a human hair. AC Aluvac Elements are now available for practically all makes of filters.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



### AC FLEXIBLE GAS AND OIL LINES MAKE-UP KIT

Also complete assemblies with Wall Merchandiser that stocks and displays.



### AC GASOLINE STRAINERS AND ELEMENTS

Available in handsome Counter Merchandiser for attractive display and easier sales.





## AMERICA'S FIRST AND FINEST...

AC developed the fuel pump in 1927, and has built more than 100,000,000. Over 90% of all automotive vehicles were factory-equipped with AC's . . . and over 40,000,000 are in use. These facts, plus the fact that AC is still the finest fuel pump, make replacement sales easy. Up your fuel pump profits with the Leader—easy-to-sell AC's!



## ORIGINAL EQUIPMENT LEADERSHIP...

Nearly half of all new American cars and trucks are factory-equipped with AC Spark Plugs with patented CORALOX Insulator. There are types available for *all* vehicles. CORALOX . . . the patented AC Insulator, keeps plugs cleaner, makes them surer firing, gives them longer life.



### AC AIR CLEANERS AND ELEMENTS

Heavy-duty cleaners; renewal elements. AC's used as equipment by 80% of car manufacturers.



### AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Also supplied in tailor-made cables, or as bulk cable and casing, with parts.

## SELF-CONTROL STARTS HERE



AND TO RESTORE  
ENGINE PERFORMANCE

## OIL-CONTROL STARTS HERE

To stop oil-pumping, replace worn  
engine bearings

A roving eye can lead to trouble—so can worn engine bearings!

Worn connecting rod and main bearings cause oil pumping. Excess oil reaches combustion chambers, burns to performance-stealing carbon on spark plugs, valves, pistons and rings.

Worn bearings are a major cause of oil

pumping! Give new piston rings a chance to do their own job—replace worn bearings at the same time. Use Genuine Federal-Mogul Bearings, engineered for the job of oil-control. They restore engine performance and owner satisfaction!

**FEDERAL-MOGUL SERVICE**

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN



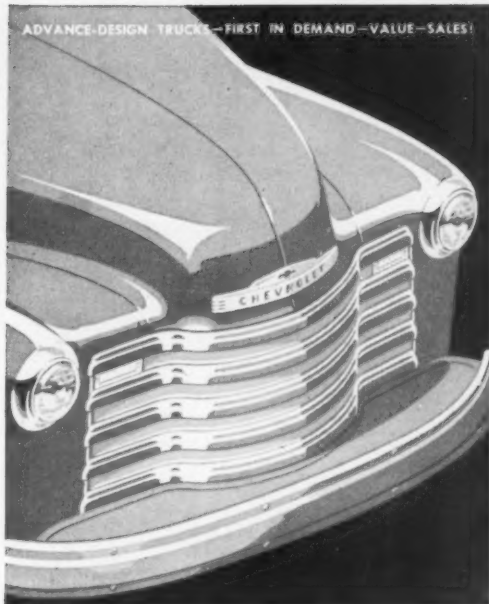
control oil-pumping where it starts—REPLACE WITH

# FEDERAL-MOGUL

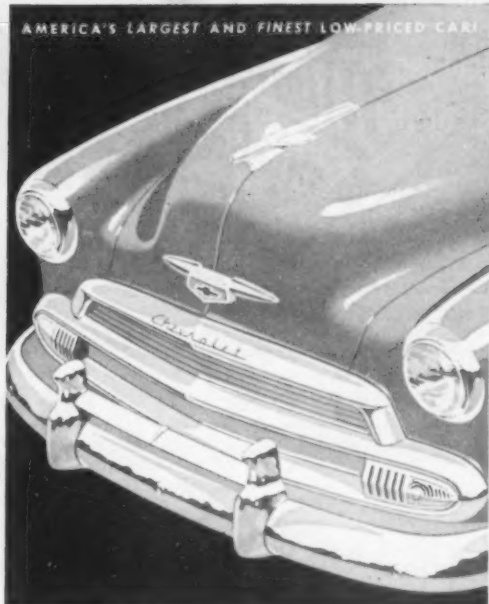


## BEARINGS

ADVANCE-DESIGN TRUCKS—FIRST IN DEMAND—VALUE—SALES!



AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!



*you're First with*



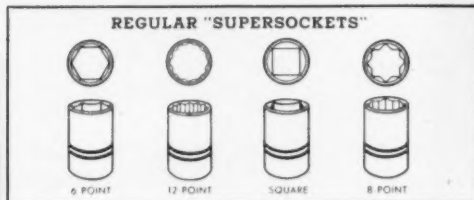
*America's  
finest franchise!*

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

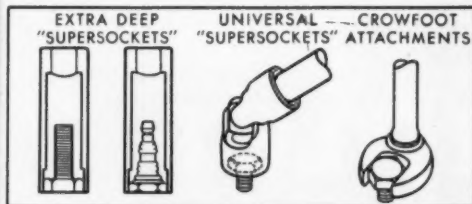
# Memo to mechanics

## How to do it right with WILLIAMS "SUPERSOCKETS"

● Williams "Supersockets" present the world's most flexible wrench system. Engineered flexibility permits endless combinations of sockets, handles and accessories to solve any conceivable nut turning problem. With this versatile wrench system you can create wrenches for special applications, from delicate mechanical work to the toughest big jobs.



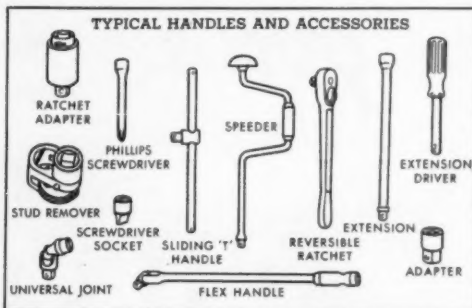
All "Supersockets", when used with Williams Reversible Ratchets, permit complete rotation of nuts where swing is limited to only 15°. 6-Point Sockets are best suited for nuts having rounded or worn corners and for breaking loose extremely tight nuts. Square and 8-Point sockets are primarily used for turning square nuts.



Extra Deep "Supersockets" are recommended where bolts extend more than the normal distance from the nut and for inserting and removing spark plugs. They minimize danger of injury to the mechanic and damage to equipment or tools. Universal "Supersockets" are often used with long extensions for reaching nuts obstructed by mechanical design where rotation of the nut would otherwise be extremely difficult. They have an operating range of approximately 130°.



Crowfoot Attachments can be adapted to a wide selection of handles for turning nuts in "over-and-under" locations difficult to reach by any other means.



Five square drive sizes, 1/4", 3/8", 1/2", 3/4" and 1", offer a range of openings from 3/16" to 3-1/8" for any type of work. Handles of a given drive size can be adapted to sockets of the next smaller or larger drive sizes by the use of adapters. Among the many accessories available is the Ratchet Adapter which may be used with any handle to give that tool complete reversible action.

Copies of this and other "Memos to Mechanics" are available free upon request.

OPEN END, BOX, ADJUSTABLE & RATCHET WRENCHES; DETACHABLE SOCKETS & SETS; IMPACT SOCKETS; TOOL HOLDERS; LATHE DOGS, "C" CLAMPS; CHAIN PIPE TONGS & VISES; FLANGE JACKS; PLIERS; SCREWDRIVERS; PUNCHES & CHISELS; SOFT FACED HAMMERS; HOIST HOOKS; EYE BOLTS; ROD ENDS; CRANK & BALANCE HANDLES; THUMB SCREWS & NUTS; BODY & FENDER TOOLS.



J. H. WILLIAMS & CO., BUFFALO 7, N. Y. *Distributors Everywhere*

Dealers  
Everywhere  
are  
Cheering...



# the new Master Method

## Combination tune-up\*

And why shouldn't they? Because it's one of the nicest little money-making ideas that has hit the trade in years. You can now offer your customers a Sensationally Fast and Inexpensive motor tune-up that will insure

- More Miles Per Gallon
- More Power from Their Engines
- More Years of Service from Their Cars

**\* 1 CAN CARB MASTER  
+ 1 CAN SIX MASTER  
= PEAK PERFORMANCE**

### HERE'S ALL YOU HAVE TO DO:

- ★ Pour a can of Six Master into the crankcase. Six Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Six Master also adds to the oil the 5% high detergent so important in late model cars.
- ★ Give the carburetor a Carb Master cleaning *without dismantling*. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.



PRODUCTS WORK WHILE YOU RIDE

**Chemical Company**  
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



**NO FUSS  
NO MUSS  
JUST POUR  
NO MORE**





***"Bond purchases  
fill a continuing  
employee need..."***



**C. E. WILSON**

President, General Motors Corporation

*"Our Payroll Savings Plan, which was inaugurated pre-Pearl Harbor, has continued without interruption in war and peace. It is our experience that employees benefit personally as well as economically from such cultivation of the habit of thrift."*

In General Motors, employees have to date purchased more than \$841,000,000.00 maturity value of Bonds through the Payroll Savings Plan.

Inaugurated largely for patriotic reasons in August 1941, the plan proved so helpful in meeting an employee need that GM decided to continue it as a regular part of its employee program.

The experience of General Motors is paralleled by that of many other successful organizations. In upwards of 21,000 large companies today, more than 8,000,000 Americans are investing \$150,000,000 in U. S. Savings Bonds every month.

Every Payroll Savings Plan is of direct benefit to the country, the company, and the employee. It is the one way of insuring our strength as individuals and as a free people.

Employees want the Payroll Savings Plan. If you do not offer your people the plan... or if you have not made a person-to-person canvass recently—phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite

700, Washington Building, Washington, D. C. Your State Director will contact you to explain the simple pattern of the person-to-person canvass and supply you with application blanks, posters, pay envelope enclosures and other helpful material.

**Act now**—to help your employees, your company and the stability of the American economy.

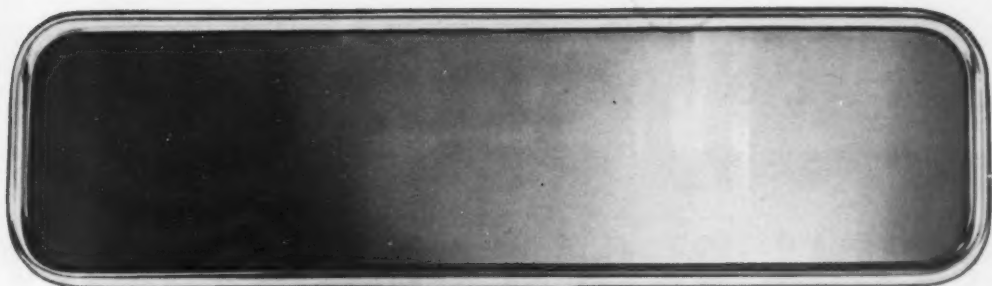
**Recent increases in employee participation in the Payroll Savings Plan following person-to-person canvasses:**

Hotpoint, Inc., Chicago, from 8.7% to 96% of 9,000 employees... Standard Oil of Indiana (Illinois; 26,175 employees), from 32.3% to 79.1%... Kelly Springfield Company (Maryland; 2,000 employees), 46.8% to 83.3%... A. M. Byers Co. (2,500 employees), 26% to 91%... Crucible Steel Company (14,500 employees) reinstatement of plan, 65%. Consolidated Western Steel Corporation (California; 7,528 employees) 9.3% to 84.8%... Wisconsin Electric Power Co. (3,000 employees) 44.3% to 73%.

*The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, The Advertising Council and*

**SOUTHERN AUTOMOTIVE JOURNAL**



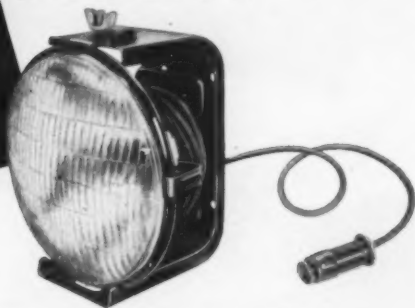


GLARE-PROOF  
GUIDE

*There's*  
**PROFIT**  
*in plain sight*  
*...with*  
**GUIDE**

## THE NEW GUIDE GLARE-PROOF REARVIEW MIRROR

Here's what you want . . . if you're in the market for a fast-selling accessory. The new Guide Glare-Proof Rearview Mirror is naturally a big seller because its advantages are obvious. The 8½-inch-long prismatic mirror gives an extra-wide view to the rear . . . eliminates the glare of headlights behind at the flip of a finger! Order a supply of Guide Glare-Proof Mirrors now. Available for most makes of cars.



### GUIDE SPOTLAMP WITH REARVIEW MIRROR

Two popular accessories are combined in this superb Guide product—a high-quality sealed beam spotlamp and a handsome outside rearview mirror. Both can be quickly and easily adjusted from inside the car.

**GUIDE MULTI-PURPOSE LAMP**—This lamp gets its current from the cigarette lighter receptacle. Its 14-foot-long cord makes it a portable lamp that can be used in and all around a car. Provides a spare headlamp sealed unit—a real friend when needed.



GUIDE LAMP—A UNITED MOTORS LINE  
Available everywhere through  
UNITED MOTORS DISTRIBUTORS

# Guide LAMP

Division of General Motors  
Anderson, Indiana

# DODGE

## TRIPLE PROFIT OPPORTUNITY

*offers unequaled  
ready-made market*

Over half the  
sales are to  
**REPEAT  
BUYERS**



All available in one sales agreement  
The only one of its kind in the industry

*You are invited to write for the complete facts*

**DODGE • PLYMOUTH • DODGE "Job-Rated" TRUCKS**

**DODGE DIVISION, CHRYSLER CORPORATION • 7900 JOS. CAMPAU, DETROIT 31, MICHIGAN**

# Protect your customers...



They go together! One is built specially for the other — Delco-Remy distributors and Delco-Remy distributor contact points. You're *always* safe — with the right type for each Delco-Remy distributor — when you buy Delco-Remy contact points in packaged sets. So why take chances? Order through your United Motors distributor.

## BE ON GUARD!

Watch out for counterfeit Delco-Remy parts. Buy Delco-Remy replacement parts from your Delco-Remy distributor only.

**Delco-Remy**  
DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

Use  
**DELCO-REMY**  
DISTRIBUTOR  
CONTACT POINTS

Specially built for  
**DELCO-REMY**  
DISTRIBUTORS



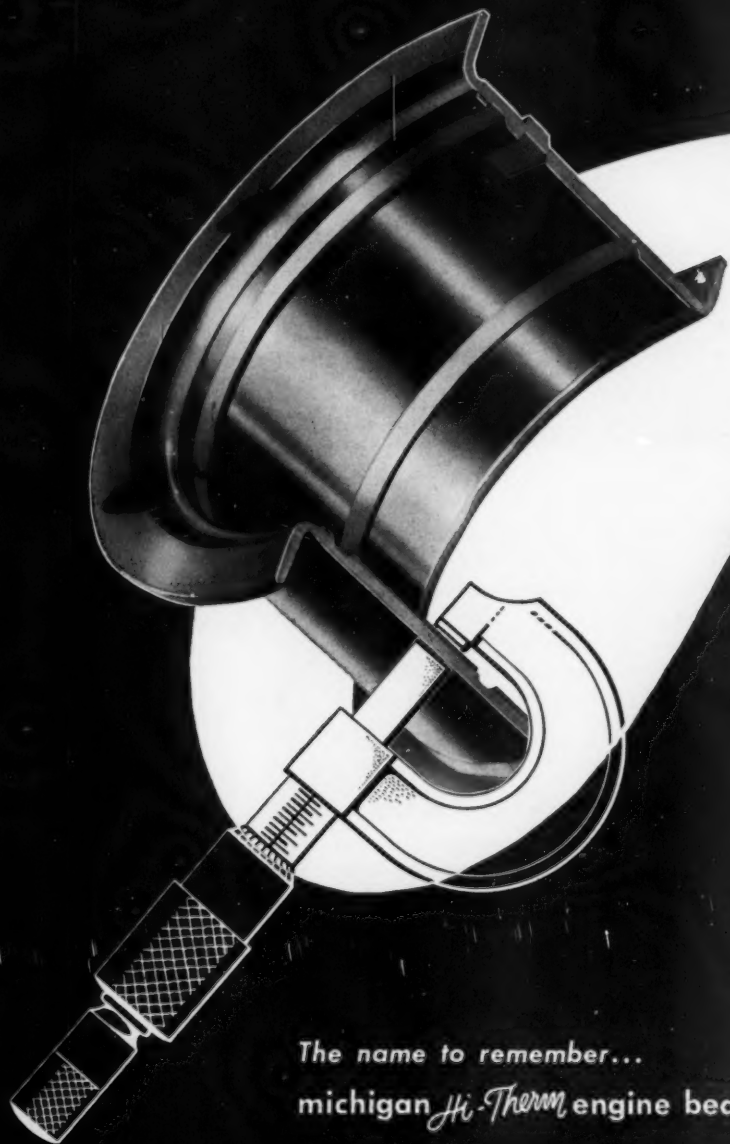
DELCO-REMY—A UNITED MOTORS LINE  
Available Everywhere Through  
UNITED MOTORS DISTRIBUTORS

WHEREVER WHEELS TURN OR PROPELLERS SPIN

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1951



heard the latest ?...



The name to remember...

michigan *Hi-Therm* engine bearings



Modern Mechanics Set "MIKES" to

## Michigan *Hi-Therm* Engine Bearings

*and Brother! that's Perfection!*

It's also the best proof of Michigan Hi-Therm superiority! Bearings so perfectly made just naturally out-perform and out-live ordinary bearings.

With Michigan Hi-Therm Engine Bearings you can *guarantee* installations. Patented thin-wall construction with zero tolerances (.000125" plus or minus) guards against bearing failures—eliminates doing jobs over! And, mechanics actually save time . . . save labor . . . *install bearings faster!* Michigan Bearings fit *accurately* without shim-ming . . . give smoother performance to every bearing replacement job!

Start now! Standardize on Michigan Hi-Therm Engine Bearings . . . built by "original-equipment experts" for over 25 years.



**DETROIT ALUMINUM AND BRASS CORPORATION**

DETROIT 11, MICHIGAN

# MOST UNITED MOTORS LINES ARE ORIGINAL EQUIPMENT ON MORE THAN 20 MILLION CARS

## PRE-SOLD MARKET

Millions upon millions of original equipment parts on the vehicles of the nation's leading manufacturers mean an almost unlimited replacement market.

## NATIONWIDE SALES-PROMOTIONS

United Motors lines are backed by aggressive advertising and sales promotion campaigns designed to increase even further their public acceptance and to help you make *more sales easier*.

## KNOWN ACROSS THE NATION

United Motors lines are known everywhere and accepted as the standard of quality. Likewise, the United Motors distributor and staff for your area are men of importance, backed by long and valuable experience in the automotive service business. Why not talk with *your* United Motors distributor soon?—You'll find his friendly counsel invaluable.

### NAMES TO BE PROUD OF—

DELCO Batteries  
AC Gauges, Speedometers  
and Rebuilt Fuel Pumps  
SAGINAW Jacks  
MORAINE Engine Bearings  
DELCO Radio Parts  
ROCHESTER Cigar Lighters  
HYATT Roller Bearings

INLITE Brake Lining  
HARRISON Heaters  
NEW DEPARTURE  
Ball Bearings  
GUIDE Lamps  
DELCO Clocks  
DELCO Shock Absorbers

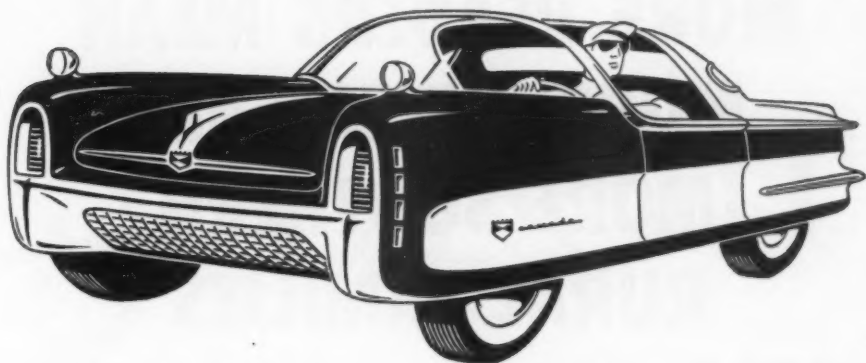
MORAINE Gasoline Filters  
HARRISON Thermostats  
DELCO-REMY Starting,  
Lighting and Ignition  
KLAXON Horns  
HARRISON Radiators  
ROCHESTER Carburetors  
DELCO Hydraulic Brakes



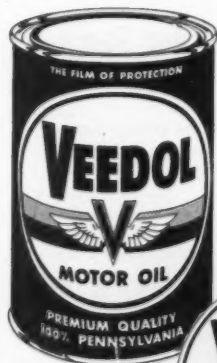
## UNITED MOTORS SERVICE

Division of General Motors Corporation • General Motors Building, Detroit 2, Michigan

Custom Coupe de Ville designed by Richard Arbib for the VEEDOL "Dream Car" Salon



## New VEEDOL goes far beyond "Premium-Type" oil performance ...to safeguard Modern Motors!



For cars and trucks — VEEDOL, "The World's Most Famous Motor Oil" goes far beyond mere "premium-type" oil performance to keep motors cleaner . . . smoother-running. Veedol contains an ingredient that cuts down gummy carbon deposits . . . keeps rings free . . . compression high . . . reduces corrosive acids that attack bearing and other vital engine parts.

For tractors — 150-HOUR VEEDOL TRACTOR OIL gives a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors regardless of fuel used.

Dealers and distributors who sell 100% Bradford-Pennsylvania Veedol will tell you its a product that wins steady customers and is highly profitable to handle. Veedol is sold through independent distributors. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY  
New York    Tulsa    San Francisco    °Tulsa,  
Thompson Bldg.    °Atlanta, Rhodes-Haverty Bldg.

100% PENNSYLVANIA AT ITS FINEST



# It's Simple as A-B-C: MORE READERS MEAN MORE BUYERS and MORE SOUTHERN RURAL FAMILIES READ FARM and RANCH- SOUTHERN AGRICULTURIST THAN ANY OTHER MAGAZINE

## THERE'S PROSPERITY ON WHEELS IN THE BOOMING SOUTH TODAY...

There are more new trucks on Southern and Southwestern farms and ranches than there are in any other section of America. Today in the Southland, there are 1,800,000 more automotive units (automobiles, trucks and tractors) than there were in 1940. This means a tremendous servicing job... more sales of gasoline, oil, tires and parts... a servicing job and sales you'll share in when the products you sell are pre-sold for you in Farm and Ranch-Southern Agriculturist!



## CIRCULATION GUARANTEE 1,290,000

### County by County . . Farm and Ranch- Southern Agriculturist

- Saturates the Southern rural market . . .
- And its circulation parallels the distribution of farm income in each of the 15 Southern States . . .
- Reaching a greater total purchasing power in the rural South than any other magazine.

To increase your sales... make it easier for your distributors, wholesalers and retailers... don't be satisfied with second-best—get the *best* coverage of the Southern and Southwestern farm and ranch market. Write, wire or phone for the number of Farm and Ranch-Southern Agriculturist subscribers in any Southern or Southwestern county. Compare these figures with the second farm publication—and you'll be convinced!

## FARM AND RANCH

**SOUTHERN  
AGRICULTURIST**

Farm and Ranch  
Publishing Co.  
318 Murfreesboro Road  
Nashville 10, Tenn.  
Telephone: 42-5511

New York 17  
122 E. 42nd St.  
Murray Hill 5-6815

Chicago 1  
333 N. Michigan Ave.  
Dearborn 2-5182

Atlanta 3  
410 Forsyth Bldg.  
Lamar 8811

Los Angeles 17  
Simpson-Reilly, Ltd.  
318 Halliburton Bldg.  
1709 W. 8th St.  
DUnkirk 8-1179

Dallas 2  
2027 1/2 Young St.  
Riverside 1181

San Francisco 3  
Simpson-Reilly, Ltd.  
814 Central Tower  
703 Market St.  
Douglas 2-4994

No other car  
rides like a



FEATHERLIGHT  
STEERING

# DESOTO

You can stretch out more  
...but you bounce less.

You get more power...but less work behind the wheel (*no-shift driving!*). More visibility and safer braking. If all that doesn't convert you, the *extra value* will!



ORIFLOW SHOCK ABSORBERS.  
SWALLOW BUMPS



COMPLETELY WATERPROOF.  
IGNITION SYSTEM



NO CAR IN AMERICA HAS  
BIGGER BRAKES

DE SOTO DIVISION, CHRYSLER CORPORATION



DESOTO-PLYMOUTH Dealers present "IT PAYS TO BE IGNORANT," starring Tom Howard, every week on both RADIO and TELEVISION—NBC networks.

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1951



# Home, Car, Personal Property, All Insured IN ONE NEW POLICY!

**One Policy takes the  
Place of Five or Six!**

Up until now adequate insurance protection has required two or three policies on the house, two or three policies on the car, plus perhaps a personal property floater and a personal liability policy. Now, for the first time in history, you may have all of this protection in one Federated Mutual Personal All-Purpose Policy\*! It means simplicity for you and economy for you never before possible. Now there need not be five or six policies all expiring at different times.

It is not necessary that all coverages offered in the policy be taken. Any combination may be selected. The entire premium can be paid at one time or may be budgeted evenly over a given period. The following important coverages are offered:

1. Fire and Extended Coverage on the home and personal effects (Rental and Additional Living Expense can also be included).
2. An All-Risk coverage on personal property in the home or anywhere on the globe.
3. Complete Automobile insurance protection including medical payments.
4. Personal Liability insurance.
5. Residence and Outside Theft insurance.
6. Residence Glass insurance.

Federated Mutual is in a unique position to introduce this new policy, as it is one of the few companies in the country to provide both fire and casualty insurance in one company. This new policy marks an important step in simplifying and streamlining responsibility. The Federated Man represents no other company. You receive all the above protection in ONE policy, sold by ONE man who is the direct representative of just ONE company.

For more information on this new policy, get in touch with your friendly Federated Mutual Man. His name may be in your telephone classified section, or write directly to Federated Mutual, Owatonna, Minnesota.

\*Not written in all States.

## FEDERATED'S POLICYHOLDERS



Charles Newton, owner of the Newton Hardware Company, Buchanan, Georgia, is a Federated policy holder who, in addition to managing this and another hardware store he owns in Tallapoosa, Georgia, finds time to devote himself to the improvement of his community. He has been prominent in the movement in Georgia to make the home towns more attractive to the young folk and thus encourage them to stay in Georgia and prosper. Readers' Digest ran an article on the plan. Mr. Newton calls it "bluebirding". Federated Mutual is proud to serve Mr. Newton's insurance needs.

Security: If you think you're going to be happy and prosperous by sitting back and letting the government take care of you—look at the American Indians!

—Houghton Line

Character: There's such a thing in human nature as character. It's not quite the same thing as personality. Generally, personality is something you can't help. It comes from good health, good looks and a particular kind of nervous system. Character, on the other hand, is something acquired painstakingly. Personality attracts a lot of curious interest. Character commands respect and admiration.

—Advertising Age

## Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA

Questions about Insurance?

## Ask Federated's QUESTION BOX

**Q.** Can bills, currency, deeds, money, etc., be insured against fire?

**A.** No. They are expressly excluded in the fire contract.

**Q.** In speaking of fire insurance, what is profits insurance?

**A.** Profits insurance covers profits on finished manufactured goods or materials.

## SUPPORT YOUR ASSOCIATION!

One of many association services is that of auditing your freight and truck bills to determine if you have been overcharged. If you have, claim is filed and collection made for you. Every member should send his freight bills to the association annually for audit. It's good business to belong to your association and to help keep it strong.

Politician: One who can be unequivocally and unshakably on both sides of any issue.

ARCH W. JARRELL  
Grand Island (Neb.) Independent

## SAFE BETS



*Efficiency Is Essential to PROFIT...  
Make YOUR SHOP MORE PROFITABLE  
with*

# CURTIS

## AUTOMOTIVE SERVICE EQUIPMENT



### AIR COMPRESSORS

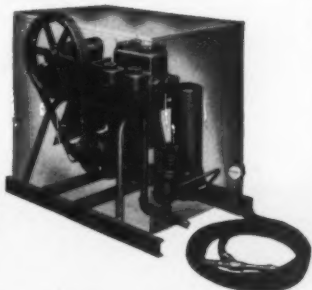
(Electric or Gasoline Motor Driven—vertical or horizontal tank mounted.)

Curtis compressors are ruggedly built for long, efficient operation.

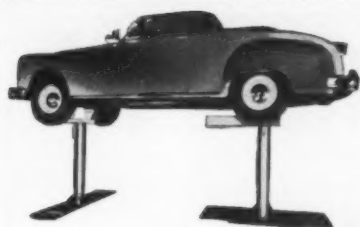
### Hydraulic Car Washers

(300 Pounds Pressure)

For better and faster car washing, every shop needs this modern equipment. More cars are washed per day—more profits for you.

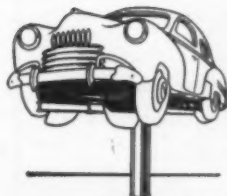


All Curtis Automotive Service Equipment is precision made from top quality raw materials—and there is built in 97 years of manufacturing "know-how."



### Full-Hydraulic TWO-POST LIFT

Provides complete accessibility for faster, better work by your mechanics.



### Rotating Auto Hoist

Free wheel or roll-on!

A-51-1

#### CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company  
1938 Klenlen Avenue, St. Louis 20, Missouri

- ☐ Air Compressors  
☐ Auto Lifts  
☐ Power Car Washers

I am interested in items checked:

Name.....  
Firm.....  
Street.....  
City.....Zone....State.....

# Where will you get your Buick parts?

**I**N the days ahead, when you need Buick parts—if anyone has them, your Buick dealer will.

You can continue to depend upon him as the only source for a complete line of Buick parts.

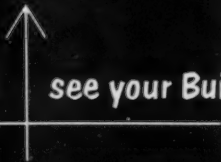
You'll also find regular trade discounts—and friendly service information when you want it.

Doesn't it stand to reason that *your Buick dealer is the man to do business with*—today, tomorrow and always?

ENGINEER APPROVED ACCESSORIES



FACTORY ENGINEERED PARTS

**Better work with Buick parts**     **see your Buick dealer**

# Renew Piston Rings

in less than **4** hours



D & C Steering Idler and Third Arm Bracket Assembly



R & R Valve Cover



R & R Rocker Arm Assembly



R & R Manifold

Since the *complete* job was performed several times with and without an Impactool, and all other factors were the same, the average time savings shown here were a *direct* result of the use of an Impactool.

Time using hand tools	5 hours 10 minutes
Time using <b>IMPACTOOL</b>	3 hours 55 minutes
Time Saved	1 hour 15 minutes



R & R Cylinder Head



R & R Connecting Rod Bearing Caps

**Ingersoll-Rand**  
11 Broadway, New York 4, N. Y. 653-18  
*Also* REAM • TAP • DRIVE SCREWS • EXTRACT BROKEN STUDS • DRILL • DRIVE AND REMOVE STUDS • WIRE BRUSH • RUN HOLE SAWS

Why HIRSIG  
Service Means  
Complete Service  
in the South

Out in Front  
**HIRSIG**  
In the South

**for Manufacturers and Jobbers!**



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig



★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . .

**AUTOMOTIVE EXPERIENCE** . . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

**SMALL TERRITORIES** . . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

**CAREFUL PLANNING** . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.



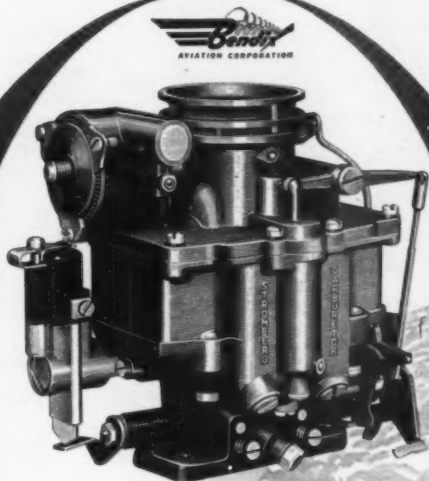
LAWRENCE M. HIRSIG & CO.

JACKSONVILLE 2, FLORIDA



# STROMBERG\*

You Sell Premium Features at No Premium in Price!



**Bendix** SOUTH BEND  
PRODUCTS DIVISION INDIANA  
Standard Equipment Sales: Elmira, N. Y.

# The Quality CARBURETOR

**SIMPLICITY** — Fewer working parts result in long wear and low maintenance.

**ANTI-PERCOLATOR** — A Stromberg feature that prevents hard starting and waste of gas when the engine is hot.

**ECON-O-METERING** — Separate metering systems for cruising and high speed operation assure utmost economy always.

**ACCEL-ABILITY** — Positive and smooth acceleration satisfying the most critical.

**BALANCED RATIO** — For additional economy, a sealed unit automatically controls the amount of gasoline used in proportion to the amount of air.

*These Bendix signs stand for good business and for good business relations between factory, dealer and customer.*



Replacement Carburetors  
— Repair Kits



Original Equipment on  
most cars



Hydrovac® Power Brake  
— Trailer Power Braking  
Systems

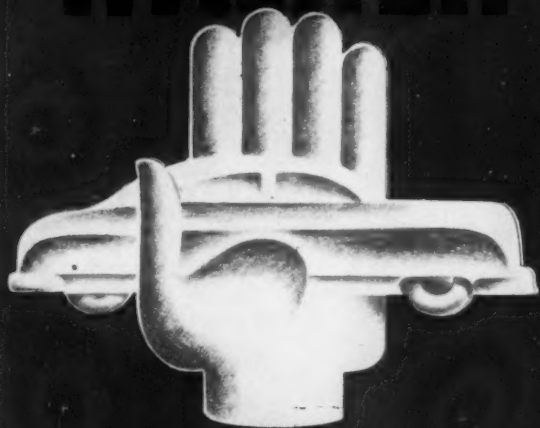


Cold Immersion Parts  
Cleaner saves time and  
money

\*REG. U. S. PAT. OFF.

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

# WALKER



*it pays to be  
identified  
with Walker*



**BOOST YOUR SALES... BOOST YOUR SERVICE VOLUME**

WALKER  
*"Individually Tuned"*  
SILENCERS

WALKER  
OIL  
FILTERS

WALKER  
JACKS

WALKER  
*Electric*  
LIFTS

## ... MAKE MORE SALES EACH DAY



### with the most powerful name in Exhaust System service

You, as an Authorized Walker Dealer, can offer your customers the finest of all exhaust system services—a Walker Silencer "Individually Tuned" to each particular car make and model—for freedom from noise fatigue . . . for safety from dangerous exhaust fumes . . . for peak engine performance. With years of consumer advertising in *The Saturday Evening Post* . . . with sales-making, point-of-sale identification . . . and with periodic merchandising programs, Walker helps you make real money in mufflers.



### with America's newest, finest Oil Filter

It's easy to sell Walker Oil Filters because it's easy to show your customers how the patented Walker *Laminar* construction gives real engine protection by keeping the oil clean between oil changes. This exclusive principle of multiple filtration—surface filtration, depth filtration and progressive filtration—cleans oil better, keeps it clean longer. Make this your best, most profitable oil filter year with Walker—America's newest, finest oil filter.

## ... DO MORE JOBS EACH DAY



### with Modern Jacks engineered for today's modern service

In the shop, on the driveway and out on the road, there is a Walker Jack to meet your every need. And in this complete line, there is a Walker Jack to serve your customers' every purpose. In each of these new, improved, deluxe jacks you will find an extra margin of strength for the unexpected . . . an extra margin of safety for greater protection . . . an extra margin of power when emergency calls.



### with the lift that's always "Open for Business"

Increase service volume and profits 20% to 50% with the advanced, new Walker Electric Lift. New positioning of the support beams increases unrestricted working space by 36%. Six extra inches of working height give you even greater working convenience. From floor to car bottom, your men and equipment work free from any obstruction in the famous Walker Open Work Zone. And you can locate it wherever you want it—at the lowest installation cost of any lift on the market.

**WALKER MANUFACTURING CO. OF WISCONSIN**  
Racine, Wisconsin

**... BOOST YOUR PROFITS WITH WALKER IN 1951**

# This kind of JAM costs you MONEY!



## Your "ZERONE"- "ZEREX" supplier has the tools to help you beat this rush

Unless you do something about it *now*, your anti-freeze customers will wait for the first icicle—then they'll stampede into your service island.

You can beat the rush—and make bigger profits on anti-freeze and cooling system service—if you lend an ear to your "Zerone"- "Zerex" supplier. He has a customer appointment book with room to sign up more than \$1,000.00 worth of business *before* the freeze

strikes . . . a hard-working window display that reminds customers they need anti-freeze and cooling system service. And, a protection chart that tells you how to protect all the cars, trucks, tractors, and buses on the road today. It takes the guesswork out of anti-freeze protection, gives you sales and service hints.

Call your supplier today—let him put these free "Zerone"- "Zerex" sales aids to work for you *now*.

### Are you getting the most out of your Cooling System Service Manual?

If you are one of the more than 30,000 dealers who have already joined the Du Pont Cooling System Service Program, remember to use your manual as a guide while doing a repair or servicing job, and to establish charges for such service. If you haven't joined up yet—make sure you call your supplier today.

#### "ZERONE"™

Motorists buy more "Zerone" anti-freeze than any other brand. 4 out of 5 cars are prospects in most areas of the country. Get your share of this big market—order this fast-seller now.



#### "ZEREX"™

"Zerex" anti-rust anti-freeze is the new favorite among premium-priced anti-freezes. When you stock "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.

\* REG. U. S. PAT. OFF.



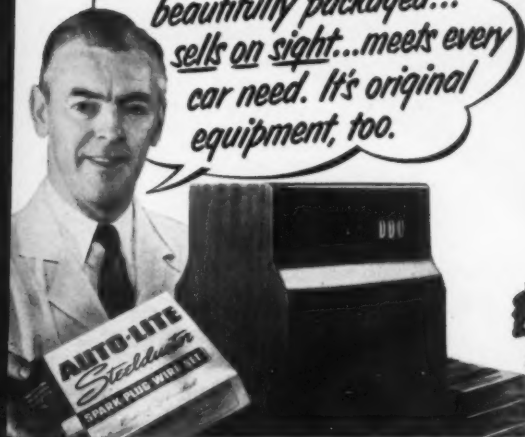
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

# AUTO-LITE

## *is a complete wire-and-cable line*

*Auto-Lite wire and cable is beautifully packaged... sells on sight...meets every car need. It's original equipment, too.*



It will pay you to switch to the Auto-Lite Wire and Cable Line . . . the complete line—Steelductor Spark Plug Wire, Flexrand Primary Wire and Auto-Lite Power Line Battery Cable with the new Power Line Terminal that holds tight. Sign up today with Auto-Lite for the best dollar-making merchandising combination in the industry. Write directly to

THE ELECTRIC AUTO-LITE COMPANY  
Merchandising Division  
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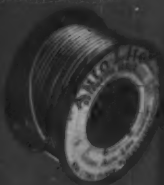


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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

AUGUST, 1951

No. 8

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### Member of Audit Bureau of Circulations

ANNUAL SUBSCRIPTION—\$2.00

FOREIGN—\$10.00

### Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY  
Atlanta and Marietta, Georgia

*Editorial and Business Offices*  
806 Peachtree Street, N. E., Atlanta 5, Georgia

*Publishers Also of*  
SOUTHERN POWER & INDUSTRY      SOUTHERN BUILDING SUPPLIES  
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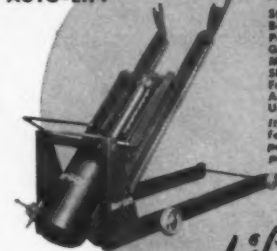
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# BAY LIFT

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| BEST IN NEW CARS |

BEST IN OLD CARS |



# SPOTLIGHTING *the* NEWS

**Labor organizers** may be showing up in your shop any day now. It wouldn't be the first time in some localities, such as Mobile, Ala., Knoxville, Tenn., and Asheville, N. C., but there's one big difference: The unions say they're charting a long-time course designed to bring thousands of parts men and mechanics into the fold. The International Association of Machinists and the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers (both AFL) staged a successful drive a year ago to unionize automotive establishments in Kansas City, Mo.

**What to do?** Said John O. Hofbauer, manager-director of the Louisiana Automobile Dealers Association, in a recent bulletin to his members: "Getting the suggestions and complaints of your employees right now is, in many respects, more important than listening to your customers. There are many forces injurious to your welfare straining to get the attention of the working man. You have valuable listening posts in your shop foreman and service manager, who are—or should be—sympathetic to your objectives. They can tell you a lot about how your people feel and what they think—if your managers believe the welfare of the business is their welfare!" His broad experience includes years as a dealer prior to his retirement, which was followed by acceptance of his present position.

**Shoal** waters should be watched, he added. "Your first move to keep your workers happy is to keep the managers (figuratively speaking) in the pilot house with you, because they can see shoal waters before you can, and give you ample time to steer clear of trouble by removing the causes of low morale, the lure of other jobs and the whisper of organizers. Your job is to get them into a contented frame of mind and keep them that way."

**Selling cars** often can be a simple matter of having the right men in the right spot at the right time. Nash Dealer W. N. Leslie's men

ran up a pretty high figure in June. While this Greenville, S. C., dealer was away on a vacation in the western part of the country, his force sold 220 units, including 41 new ones. They had the impetus generated by special prizes that included a \$60 suit of clothes, additional commission for attaining quotas (which all of the approximately half dozen men did) and smaller merchandise items. But one big factor was that each man had concentrated where his selling effort would pay off best, it appeared. A man who had been at the big air base near Greenville concentrated on the boys in uniform. He sold three units one evening, disregarding the fact that the clock had moved around toward 10 p. m. when he closed the last deal. On page 66 a North Carolinian tells how he rounded up some good salesmen.



"I presume this means I go back to car washing and fixing flats again?"

**The dollars** are rolling by your shop door. It may be that they'll roll by in larger numbers if the wage freeze continues and the car owners try to tell themselves that the old crate will run a little longer without having that repair done. Look at the report on page 64 of what was uncovered in spot checks over Florida by the police. A lot of dollars—dollars which, if spent, would make for a safer car—have been rolling by repair-shop doors down there. The same is likely true in other states. One way of ascertaining that will be

shown later this year when the new compulsory safety inspections are conducted in such states as Texas and Virginia. Meanwhile, for the operator who studies his local market and does something about it, there's not much reason for letting the force piddle away hours of labor that could be sold.

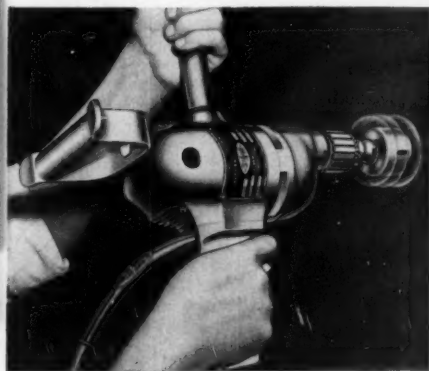
**Trucks** and how to sell them have always been problems left unanswered by many firms. Harry L. Mayer of Atlanta, Ga., explained how his force at Lander Motors, Inc. (Dodge-Plymouth), has been trying to solve the sales situation. The city is divided into sections according to city-map markings. If a salesman doesn't sell at least one new unit a year to fleets of 20 or more trucks, Mayer may assign other salesmen to such operators.



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# His System Spurs SHOP EFFICIENCY

By M. M. Wilcox  
Assistant Editor

IN THESE days of rising overhead and increasing emphasis on the service department, it's doubly important to know if the service operation has a good efficiency rating.

Kinkead-Wilson Motor Co., Inc. (Chrysler-Plymouth), Lexington, Ky., uses an effective system to rate the efficiency of each mechanic and of the service department too.

The system requires some time and effort, but it is simple. And it could be adapted to fit the needs of different shops.

"We've been rating our mechanics' efficiency for more than a year and a half," said Shelby C. Kinkead, service manager. "We find the ratings are helpful in many ways, when they are interpreted along with other factors in shop operation. Ratings will be

even more valuable if the manpower situation gets tighter, I believe."

The rating system begins with the repair-order authority written up by the service salesman. The original of the repair order is sent to the office so the information can be transferred to the customer's invoice. The duplicate of the service salesman's order, which is on stiff paper, is given to the mechanic.

On the back of this duplicate, space is provided for the mechanic to punch the exact time he went on the job and the time he went off it. In a departmentalized operation like Kinkead-Wilson's several men may work on a car. Each lists the actual time he spent on the car.

After the work is finished and the car is delivered, the stiff

This sample shows that for the week ending May 5, one mechanic worked 38 out of a possible 50 hours, 76 per cent. Total sales divided by the 38 gives the \$2.89.

Job Rec'd	Repair Order No.	Labor Sales	Hours on Job
4/21	5758	1.50	1:12
4/26	6148	.75	:10
5/1	6163	7.25	2:05
4/24	4894	.75	:25
5/2	6228	3.50	1:59
4/26	6242	.75	:15
4/26	6237	1.00	:35
5/2	6221	7.25	1:19
4/27	6226	8.00	2:05
4/28	6245	8.00	1:45
4/26	6245	1.00	:20
5/3	6049	2.75	1:06
4/26	6331	1.25	:28
4/21	6277	1.25	:30
4/21	6330	1.25	:45
4/26	6276	7.75	2:40
4/27	5388	1.50	:43
4/27	5507	2.50	1:39
5/3	6246	4.50	1:56
4/23	6346	6.75	1:47
5/3	6323	8.00	2:58
5/4	6471	5.00	1:45
5/4	6314	6.75	2:07
5/4	6170	6.75	1:47
5/4	6251	1.25	:15
5/3	6422	.75	:06
5/2	6485	1.75	:45
5/3	6414	1.00	:14
5/4	6150	2.00	3:12
5/4	6454	2.30	:55
Total 384.00		1104.80	384.00
Avg. 11.15			
EFFICIENCY			76%

MONTHLY REPORT						
Name	Labor Sales	Sales Per Hr. Worked	Hours Available	Hours Worked	Efficiency in Hours	Sales Per Hr. Avail.
James Smith	\$328	\$2.98	200	110	55%	\$1.64
Charles Jones	\$373	\$3.19	200	117	59%	\$1.67
George Gaines	\$262	\$3.24	200	81	45%	\$1.31
Edward Lister	\$342	\$3.76	200	91	46%	\$1.71
Harry Wides	\$295	\$2.27	200	130	65%	\$1.46
John Hamilton	\$427	\$2.67	200	160	80%	\$2.14
Jessie Martin	\$453	\$2.41	200	188	94%	\$2.47

This sample chart for seven fictitious mechanics shows how Kinkead determined the winner of the monthly bonus. The man with the highest figure in each of the five categories (leaving out hours available) received seven points, the second highest, six points, etc.

In this case Jessie Martin would be the winner with 30 points—seven for labor sales, two for sales per hour worked, and seven each for hours worked, efficiency in hours and sales per hour available. Kinkead announced winners but did not reveal tables to them.

paper form is turned over to the girl who handles customer follow-up. She also records the information for the efficiency ratings of the mechanics.

These records are tabulated weekly for each mechanic. Kinkead uses a printed form but he has simplified the tabulation to give him the information he needs with the least amount of clerical work.

On a separate sheet for each mechanic, the girl lists the date of each order completed during the week, the order number and labor sales for the order, as well as the hours and minutes the mechanic spent on the job.

"We do not separate customer labor and internal labor in this instance," commented Kinkead, "because the efficiency rating is to show the mechanic's over-all productivity."

The mechanic's labor sales for the week are totaled and so are the hours he has actually worked. Since the standard work week for all mechanics at Kinkead-Wilson is 50 hours it's an easy matter to compute the ratio of hours actually worked to hours available for work.

A second important rating obtained from the tabulations is the value of labor sales for each hour actually worked.

"Two mechanics may tally up

sales of \$15 for a certain day," Kinkead said. "One may have worked nine hours, the other only six. And it's not the fault of the second man if the shop didn't sell enough to keep him busy the full nine hours."

The efficiency rating in hours can show a service manager which departments are not being sold to capacity. It might even indicate that a department is overstaffed or that some rescheduling of duties is needed. Seasonal and temporary variations have to be taken into account in evaluating the rating, of course.

#### Improves Shop Spirit

The efficiency rating in dollars-per-hour-worked can show which mechanics are not producing as much as they should. It also helps maintain a good spirit in the shop.

"When we first began having the men punch the clock on every job, they complained about it," said Kinkead. "But they soon fell into the routine and they realized too that the system had advantages for them, as well as advantages for the dealership."

"When I notice that a man isn't producing as much as he should, I take along some examples from the tabulations when I talk to him about it. We can both see where he has fallen down and we are in a better position to

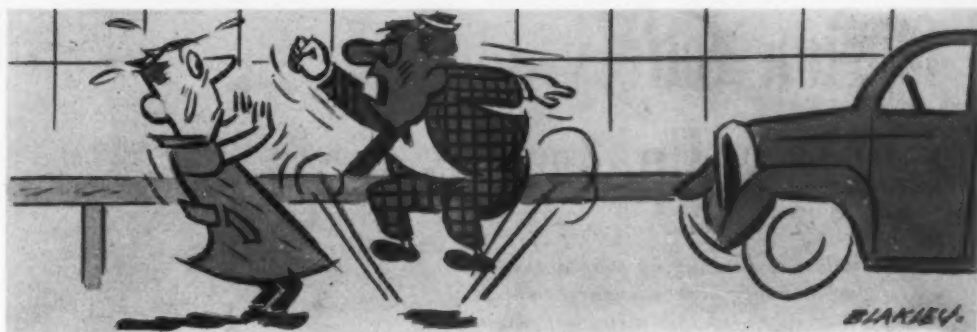
work the problem out. Without the records it used to be his word against mine. Often when I would speak to one of the men about improving his production, he'd just get angry and snap, 'I'm doing as much as anybody.' That didn't help either of us to improve the situation."

Some of the mechanics are on a commission basis. Others, because of the nature of their work, are on straight salary. Kinkead, incidentally, has his tune-up men on salary to eliminate any tendency for them to rush through a job. On tune-ups and certain other jobs it's hard to predict just how much time it will take to give the customer the performance he wants.

For a while after the plan was put into effect, Kinkead gave a monthly bonus based on the efficiency ratings. This helped to stimulate interest in the ratings among the mechanics.

The bonus was given on a point basis, with five factors entering into the total points awarded each mechanic. These factors were: total labor sales for the month, hours worked, sales per hour worked, sales per hour available and efficiency ratio of hours worked to hours available.

If there were seven mechanics, for example, the one with the (Continued on page 108)



## Serving and Satisfying THE AGGRAVATOR

*A veteran service manager tells you about some people you've seen in your repair shop — some people you may know much too well!*

**W**HEN a service manager starts reading poetry, one of two things has happened: either he has gone "nuts" or he has adopted an attitude of indifference to worldly affairs.

Really, we fellows are not supposed to be in the poetry class (that is the trend of thought higher up). But, somehow, we got into the habit years ago and still get quite a kick out of it, particularly when we remember excerpts from Burns such as, "O wad some pow'r the giftie gie us, to see oursel's as others see us!"

After 30-odd years of it we feel more strongly than ever that human nature is seen at its worst when a customer is dealing with his own motor vehicle, whether it be a truck or a car. We would often like to quote these lines from Burns. Of course, this is out of the question; we would insult the customers' intelligence.

Since they are so intelligent, we can't understand why, in their minds, the standard factory service policy becomes a document phrased in such a highly technical way that they cannot comprehend its meaning. It contains no fine print, which might be easily overlooked.

We will admit, however, that some of the verbal statements made by the salesmen when the

car and policy are delivered are far beyond comprehension. We happened to hear a sales presentation a short time back; we caught the customer's name so we could be on the lookout for one of those 22-to-24-miles-per-gallon deals.

We didn't have long to wait. A few days later we were approached by both owner and salesman with a low-gas-mileage complaint. You can guess the results. Brother, what service department quarterbacks we have on the sales force! Trouble is, their job is selling, and if they didn't sell 'em, we wouldn't have a job, and if we didn't service 'em, they wouldn't have a job—so it all ties in together and all of us make the best of it, and what fun we have!

### *Speaking of Cases*

Speaking of human nature at its worst, we have found that proper treatment will pay dividends regardless of how ridiculous the demands. To prove this we will relate a few cases which happened in our shop, all of which paid off:

**Case "A"**—We recall when Mr. A. called for his car, paid the \$1 for regular chassis lubrication, got in, cranked up and backed into a post—ruining a rear fender and bumper. He approached the

young service salesman and accused us of leaving his car in reverse.

The discussion was rather warm when we came on the scene. After a few moments of feigned deep thought, we agreed that possibly he was right and we would take care of the damage at our expense. He was still unhappy when he left his car with us, although we lent him a new model to use while we repaired his.

He was a different person when he returned for his car, asked what kind of a trade he could get on the current model, and, believe it or not, next day he was driving a new one! And he has bought a new car from us every year for the past four years. DID IT PAY OFF?

**Case "B"**—One Saturday, just about noon, Mr. B. phoned and roughly bawled us out, stating that someone in our shop had removed a box containing one dozen new golf balls from his car while in our shop.

We couldn't believe it, but asked him the type and told him to replace them and send us the bill, or, if that was not convenient, we would purchase them and send them out to his home so he would not miss his weekend

*(Continued on page 102)*

# Florida Safety Check Shows Up Defects

*Dollars are rolling by shop doors every day in faulty brakes, wipers, lights and other items, as this inspection showed.*

By Mike Beaudoin

A PASSENGER-CAR and truck inspection by the highway patrol of Florida and local police revealed that faulty stop lights headed the list of defects found. A total of 7,800 cars and 4,139 trucks out of the 139,113 vehicles inspected were guilty.

Tag lights ran a close second with 8,235 cars and 2,573 trucks found defective.

Other rear lights caused the third largest figure. A total of 4,515 cars and 2,638 trucks were counted in this category.

The spot check was made from May 1 through June 16. It included 111,080 cars and 28,033 trucks. A total of 71,221 defects were

found in 50,282 vehicles.

Cars were checked for brakes, lights, reflectors, tires, steering, muffler and exhaust system, windshield wipers, glass, horn and rear-view mirror. Trucks were given the same check, plus an additional inspection for flags, flares, reflectors and clearance lights.

The number of vehicles with faulty brakes continued to run "alarmingly high," officials said. For instance, 2,398 cars and 861 trucks had this fault. Florida safety officials pointed out that this one fault causes more accidents in the state than any other single factor except driving at ex-

Defect	1950	1951
Foot brakes	3,111	3,259
Emergency brakes	4,542	6,647
Headlights	4,806	6,114
Rear lights	6,277	7,153
Tag lights	7,527	10,808
Stop light	11,795	11,939
*Reflectors	4,103	6,003
*Clearance and marker lights	2,323	2,918
Tires	1,349	1,507
Steering	1,634	931
Muffler and exhaust	1,125	1,714
Windshield wipers	3,476	4,290
Glass	1,298	1,867
Horn	2,756	3,349
Rear-view mirror	1,426	1,315
*Flags and flares	132	1,407
<b>Totals</b>	<b>56,683</b>	<b>71,221</b>
<b>Units inspected</b>	<b>97,047</b>	<b>139,113</b>
*Trucks only		

cessive speeds.

Even more faulty emergency brakes were found—5,027 on cars and 1,620 on trucks.

Many Florida garage owners and dealers offered free inspections during the period and advertised the fact. A number reported above-average business as a result.

Trucks took the lead in the number found without a rear-view mirror, totaling 1,026 against 289 cars.

"Truck only" items in the inspection showed 1,407 without flags or flares, 6,003 without reflectors and 2,918 without clearance or marker lights.

Following compilation of these figures Highway Patrol Director H. N. Kirkman had this to say:

"A periodic motor-vehicle check-up is as vital to public safety as a periodic check-up is to an individual's health. In fact, in the prevention of death and injury, the terms 'health' and 'safety' are synonymous.

"I would suggest that individuals have their automobiles or trucks checked at least twice a year. Automotive manufacturers have made rapid strides in the past few years in the development of safety equipment. The majority of modern mechanics are experts in the inspection of motor vehicles for defects not noticed by the untrained eye or ear.

"Such inspections help to prolong the life of a motor vehicle and in so doing, they may go far in prolonging the life of the driver."

(Continued on page 120)

Lieutenant Norris of the highway patrol attaches an "okay" sticker and sends two motorists on their way after their car was checked.





By directing his sales efforts toward driving comfort, instead of major repairs, John Ham, pictured greeting a customer, increased shop volume 20 per cent.

# To Boost Profits, He Sells "Comfort"

By C. Thomas

"OUR 20 per cent increase in our dollar volume over the corresponding period a year ago," said John Ham, owner, Ham's Garage, Austin, Texas, "is due to my change in thinking."

After many years in the garage business, Ham has come to the conclusion the garageman gets just the type of work he wants.

"Some garages," said Ham, "get more than their share of valve jobs, others more ring jobs, while still others are swamped with overhauls. This is because at every opportunity one recommends a valve job, another installing a new set of rings, and others insist nothing but a complete overhaul will suffice."

What a garage does the most volume in, then, reflects the thinking of the owner. This being the case, every shop can court the type of work it wants.

"And that," said Ham, "is just what I did."

About a year ago, Ham decided

that he would confine his work to that which would give the customer more driving comfort. And that, by the way, is the slogan at which he hammers away over the radio daily.

"It is not unusual," said Ham, "for me to have \$200 days and never pull a head."

"This morning one of my men balanced five wheel jobs. I made as much clear profit on that work as I would have made on an overhaul job."

"I'd rather do five wheel-balancing jobs a day and have my man sit around the rest of the day doing nothing, than be working on an overhaul job."

According to Ham, overhauls are unprofitable.

In his experience, a man pays for a valve job, and he can't see results. Hence, he may wind up dissatisfied.

"And," said Ham, "there is no money in a valve job. We only do them when the customers demand it. We do not sell them."

When a customer spends upwards of \$150 on a motor, he expects his car to run out like new, Ham said.

"When it doesn't," he added, "he feels gypped. And this is because the body still has the same old squeaks and noises, the brakes are still faulty, front-end is still out of alignment, the wheels still need balancing and the car's outward appearance still remains the same."

"He can't see what he received for his \$150."

It was this attitude on the customers' part that induced Ham to change his policy.

"Sure," Ham admitted, "you have to have more customers when you more or less pick your

(Continued on page 94)





# Good Salesmen? You Can Find 'Em

"THERE'S nothing wrong with business that usually can't be cured by a few good salesmen."

That comment, or words to that effect, is heard from time to time when veteran dealers are asked about "conditions." But what a lot of people would like to know is: Where are you going to get good salesmen?

C. Fred Brown, president of Brown Motor Co. (Packard) and F & G Motors, Inc. (Hudson), at Asheville, N. C., can answer that question by citing two types of salesmen he has employed.

A dealer for 35 years, he was ready when the time arrived this year that he had to round up salesmen to maintain his volume in new and used units.

"I feel like the door-to-door calling has come back," said Brown.

"I knew of one young man who seemed to me would make a good new-car salesman, but I wanted to be sure. I made him a good

proposition, provided he first proved to me that he could sell. At my suggestion he got a job selling vacuum cleaners for 30 days. I knew that if he could make a go of that by house-to-house calls, he'd do all right selling cars.

"When his time was up, he had done so well that I almost didn't get him! But, while selling cleaners, he had also obtained information about the kind of cars a lot of people were driving and some

mighty valuable information concerning whether they preferred buying new or used cars.

"Today this man will put more people under the wheel and give a satisfactory demonstration than any man I've got. He's got confidence because when he was selling cleaners, he couldn't run back to the sales manager. He had to do the selling himself if it was done.

"This salesman found his most effective contacts were made from 4 to 8 p. m., because then he usually found the wife and husband both at home. Then decisions could be made with less delay."

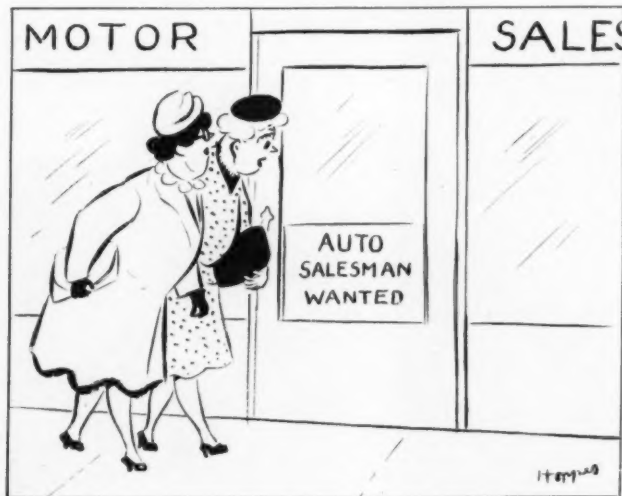
The second man employed, an older man, had been selling real estate in Florida. It was felt that his knowledge of calling on people to sell real estate had taught him what was needed to sell used cars. This turned out to be correct, because Brown reported that this employee's first three weeks wound up with a sales record of 16 used units.

"Generally, I feel that in looking around for salesmen it is best to consider men who have sold both big and small items," said the North Carolinian. "A piano salesman also is often a good man, because he has sold items running up to \$2,500 and \$3,000."

Like many other veteran dealers, C. Fred Brown feels that an earnest, hard-working sales force is one of the best forms of security available today.



"I wonder what he did that they want him?"



## Now You Can Have Your Wheels Balanced With "Beams of Light"

When you feel a steady bumping in your wheels, when your steering wheel vibrates at certain speeds, or when your tires show uneven wear, it's a good bet that your wheels need balancing. It takes but a few minutes per wheel and the cost is moderate. For your own safety and comfort stop in soon.

**SHACKELFORD BUICK SERVICE CORP.**  
1410-1420 NORTH MONROE STREET  
Phone: LAfayette 1114

Over 30 Years of Buick Experience

## HOW ARE YOUR BRAKES?

You don't know? Better do something about it right now—before a sudden emergency catches you. And the best something we know is to bring your Buick to us for a thorough brake check.

Our trained mechanics, using approved testing methods and engineered replacement parts, will give your brakes a complete check—turn them out fit to meet new-car specifications, no matter how far you've driven already.

Better come in today—and give your car a good brake!

**Shackelford Buick Service Corp.**  
1410-1420 NORTH MONROE STREET  
Phone: LAfayette 1114

Over 30 Years of Buick Experience

# We Sell Service--- Not "Specials"

By **HARRY SHACKELFORD**

President, Shackelford Buick Service Corp.  
Baltimore, Md.

**I**F I WERE to advise any repair-shop employee or a mechanic who was thinking of starting out in a repair shop of his own, I should tell him first of all to be absolutely honest and upright. Don't oversell a customer on services or gadgets his car does not need. Talk preventive maintenance—for smooth, pleasurable, safe and economical driving.

There is other advice I would give. Let the town know that you are in business. As you circulate in your clubs and in community activities, talk to people and let them know what you are doing. When customers come into your shop, talk to them. Tell them what you have done on their cars or what should be done and why.

Teach your mechanics to do likewise, for personal contact is without exception the best approach and brings the largest response.

Second best is direct mail. Keep

reminding your customers that you are still there waiting for them to bring their cars in. Point out to the customer the constant wear and tear his car is taking—and what repairs and replacements it needs to put it back in first-class condition.

Every 30 days my son, James, prepares the direct-mail literature we send out. These are always penny postcards informing our 3,500 customers that certain symptoms indicate the need for various services.

These are never "specials" at reduced prices.

I believe that so-called "specials" are misleading advertising. People expect their bills to be exactly that amount—the \$5.95 or \$8.95—no matter what other repairs are necessary. When they bring their cars in here, we would rather tell them right off exactly what a full and thorough job is going to cost them.

We have the postcards printed

## DO YOU KNOW THAT IN 10,000 MILES OF DRIVING—

**YOUR** Distributor Points Open and Close  
90 MILLION TIMES —  
Spark Plug Wires Deliver  
1320 MILLION VOLTS —  
Distributor Shaft Revolves  
15 MILLION TIMES —  
Fuel Pump Pulsates  
15 MILLION TIMES —  
Carburetor Mixes  
3 MILLION CUBIC FEET OF AIR  
WITH 625 GALLONS OF GAS —  
Engine Revolves  
33 MILLION TIMES —  
8 Pistons will travel  
264 MILLION TIMES

You can't hope to maintain perfect performance, unless you tune up at least twice a year or every 5,000 miles.

**SHACKELFORD BUICK SERVICE CORP.**  
1410-1420 NORTH MONROE STREET  
Phone: LAfayette 1114

Over 30 Years of Buick Experience

These three examples of Shackelford's postcard promotions show how he sells service on a "need" rather than on a "price" basis.

and James spends a few hours monthly addressing the cards on our addressing machine. Direct mail costs us approximately \$75 to \$80 a month.

If your budget permits, a small spot in the daily newspaper helps.

(Continued on page 114)



Customers driving through the service entrance view a spacious paved court and the large pecan tree—things that are practical, as well as attractive, in the sunny climate.



## Where Are the Used Cars?

By Baron Creager  
Southwestern Editor

**B**Y THE time the sun sets in Dallas, Texas, any used cars accumulated during the business day have been removed from both the books and the premises of the Strayhorn-Lacey Buick Co.

They are taken away by wholesalers at an average of \$75 under the current retail price. And although perhaps 80 per cent of new-car dealers in Dallas dispose of a substantial percentage of used cars to wholesalers, these partners—L. B. Strayhorn and H. H. Lacey, Jr.—thus dispose of 100 per cent.

They do not want and will not have a used-car department and a used-car problem in their dealership, and that policy was and is one of the cornerstones of the business. And the results are quite satisfactory, as explained by Lacey.

"We sell about 100 new cars a month," he says, "and in 100 transactions there are generally about 90 trade-ins, 70 per cent of them Buicks.

"We sell them all that day. I don't want a used car on the place when the sun sets. In the long run our net is as good as the average, even a little better, on the used cars we trade for. Abiding by that policy has proved quite satisfactory. We have no

used-car department, no used-car problem."

This used-car policy was conceived by the partners after many collective years of observation of dealer operations. Strayhorn resigned as Buick zone manager to enter business. Lacey has been a Buick man most of his life and left the post of general manager in a dealership now his principal competitor to enter the same business.

"There are several reasons for the failure of most dealers," continued Lacey.

"One cause of failure is putting money into an unrelated line about which the dealer knows nothing. Another is receivables. But most failures probably result from used-car problems.

"When you handle used cars, you deal with two different types of customers. You must have

two different types of sales force, too, and it is difficult to organize two effective sales forces. Then there is the reconditioning problem.

"So we simply made up our minds before opening this business that we would stay out of the used-car business. This is a new-car business."

This dealership has multiple distinctions. Up until Strayhorn-Lacey opened, there had never been but one Buick dealer in Dallas, a metropolitan area now containing a million people.

The Strayhorn-Lacey building was designed and built—at a cost of only \$300,000—with the idea of placing departments in a related position so as to minimize the number of employees needed. And although a number of trees on the property had to be cut down, many remain, because Lacey has lived in treeless regions. The dealership was actually built around one huge pecan tree, which is preserved.

Dallas, divided by the Trinity River, normally the size of an irrigation ditch, consists of two generally recognized geographic sections. Strayhorn-Lacey logically located in the Oak Cliff, or southern section of the city; and until they could acquire suitable

*This Texas dealer offers sunshine, service and a tree to sit under — but no used cars. Here is why!*

property conducted the business from a small brick building, beginning in December, 1948.

Within the city limits in Oak Cliff are 1,500 Buick owners. But irrespective of large newspaper announcements, eventually an opening and other stimulants, service business did not flow willingly to the new dealers.

To get and keep a service volume that now runs 1,500 cars in and out a month, the partners found it necessary to use regularly monthly mailings of service specials. These, in addition to promotion supplied by the factory, go to 8,000 owners.

Physical properties are of singular design and construction and take advantage of the generally mild climate. Although



The customer waiting room, with the cashier's station through the draped doorway at left, is typical of the efficient setup developed by Partners L. B. Strayhorn (left, below) and H. H. Lacey, Jr.



deliberate since it reduces insurance rates.

Precision repair work is performed in the main building. In this structure, one cashier serves for both service and parts, the cashier's station being located adjacent to the parts counter and to the attractive customer waiting room. Lacey estimates that the arrangement of the dealership eliminated one cashier, at least one service salesman, perhaps two car jockeys and possibly others. Such planning forestalled, he believes, about \$1,000 a month in overhead in addition to segre-

(Continued on page 102)

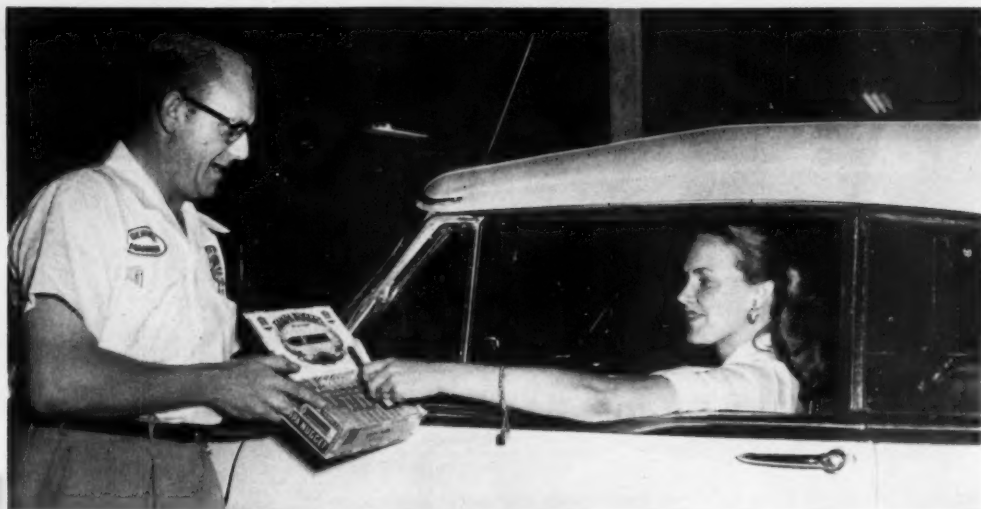
the plant occupies about one and a half acres, there is much blue sky above and concrete underfoot. This type of construction compared 60 cents per square foot against \$7 had everything been placed between walls and under roof.

The service entrance utilizes an island mounting a glassed-in cubicle from which three service salesmen work. From this vantage point they may observe activity in all directions.

Lubrication, body repair, washing and painting departments occupy open-front stalls, each supplied with a weather-tight door for winter. These stalls constitute one wing of the main plant, blended structurally with the whole. This arrangement was

The service salesmen operate from this glassed-in island, from which they can observe activities in all directions around the court. This setup takes the best advantage of the mild Dallas weather.





Service Manager Frank Gilreath presents a cigar to a customer, Mrs. Betty Creed.

## 'Blessed Event' Is 'Customer Event' Here

**W**HEN you see Service Manager Frank Gilreath handing out cigars as customers drive into the shop at Thomas Buick, Inc., it likely means that the firm is following a simple policy that has brought back excellent returns in customer and employee relations.

Offer a woman a cigar and chances are you may draw back a verbal nub, but that's not true at this Asheville, N. C., dealership. The reason is that every time one of the approximately 35 employees has a new arrival, President Walter A. Deal sees that a box of cigars is presented the parent and a second box is left at the service department so that every visitor there that day gets a cigar.

The two boxes cost only a few dollars, but the returns from this program have more than justified this small cost, according to Deal.

"Suppose a man drives in," he explained. "The service manager will offer him a cigar the first thing. And before the customer

gets to say much more, he is told that so-and-so of our organization is the proud father of a boy or a girl. If the parent is in the shop, the service manager may point out which of the fellows is the new father. A lot of times the visitor will step over and congratulate the man. This is an additional personal contact that is most valuable.

"Suppose it's a woman who drives in. The women especially seem to get a kick out of this. They look just as happy as can be when we tell them the reason for the cigar."

And this dealer doesn't doubt

that when the Mrs. takes the cigar back home to her husband, the company gets some additional free publicity where it can count most in its business.

As for the employee, Deal pointed out, he naturally appreciates this recognition on an occasion when he is experiencing great elation.

Around 50 persons drive to the service department daily, so one box of cigars will usually fill the bill. However, a cigar is handed every person in the visiting cars, even any children who may be riding along.

The latest birth was to Mr. and Mrs. Harvey Harris. Mrs. Harris worked in the firm's office until about four years ago and she and Harris were married about a year later. Their baby, a seven-and-a-half-pound boy, was born June 7.

As usual, the father's company was passing around cigars before the chest-swollen parent had had time to run by a store to pick up a box.

### "The Little Things in Life—"

Of course the firms with a big pot of money for the purpose can do a lot of good-will promotion. Here's a case of getting the job done by spending only a few dollars.





## "Appearance First" Moves Used Cars

*Emphasis on good looks, plus a written guarantee on mechanical condition, has helped a Florida dealer sell used cars.*



Vigorous, conservative selling—without any "circus" promotions—closes deals and at the same time stops

come-backs by helping the customer realize he can expect good used-car, but not new-car, performance.

"WE'RE still meeting our used-car sales quota of 100 units a month," asserted General Manager Ben McGahey of McGahey's, Miami's largest Chrysler-Plymouth dealership, "although we understand the market is only fair here in many places.

"And we are surer than ever now, in the light of experience, that the franchised dealer who expects to move a volume of reconditioned units under all market conditions, must have a well-rounded, long-term policy of organizing his used-car department on a basis of full and independent equality with other departments."

This is also the opinion of President Bob McGahey and Used-Car Manager Ernie Nelson. "In other words," continued Ben McGahey, speaking for the board of strategy, "if a dealer considers selling used units just as a sideline or by-product of a new-car business, or of any other phase of automotive service, then fluctuations in the market will affect

By Hal M. Newsome

sales very drastically. A broad used-car organization, with flexibility and diversity of its own, can adapt itself to the stresses and strains of changing conditions very much better.

"Now please understand, we don't think we're any unique 'ball of fire,' and we have plenty of troubles of our own; but we have tried to play the law of averages by strengthening every phase of our used-car setup. In the present soft market, we feel this is now paying off.

"The thing boils down to: plant and equipment, diversified merchandise, personnel, reputation, the right sort of promotion, display, reconditioning, service and the right kind of selling, as well as the price and volume ratio, and a real guarantee.

"Ernie Nelson, our used-car manager, has a broad automotive experience, and enjoys authority and initiative in proportion. We don't approve of the so-called 'circus' type of promotion, and

our vigorous but conservative selling is designed to reflect nothing but long-range goodwill on our dealership. We do not permit cars to be oversold or represented 'as good as new cars.'

"We carry a diversified stock of about 75 cars on two lots of about 10,000 square feet each, buying perhaps 20 per cent of these in the open market for cash, in order to give each customer a confidence-building display and a wide choice of makes, models, colors, body styles and price ranges. We plan our display for constant change, never leaving models in the front row more than one day and also vary arrangement of cars in different geometric patterns which creates a brisk, modern atmosphere. Specials are offered in daily ads, and three porters keep cars and lots looking like money in the bank.

"Then — and this can not be stressed too much — we really recondition every car, with eye-appeal getting the main play. Both the ladies and ourselves



President Bob McGahey, Ben McGahey, vice-president and general manager, and Used-Car Manager Ernie Nelson (l. to r.) are agreed that flexibility and independent equality with other departments are basic needs for a used-car operation to be consistently successful.

have to be tactful about it some times, but in 90 per cent of the sales, the final okay is given by the little woman. And the gals put good looks first, second and third!

"Customers buying from an old, established dealer naturally expect the car to be mechanically sound; and we have a full-time, used-car mechanic who does nothing but correct all predictable defects, so we believe the car will go approximately a year without major trouble. We give a written guarantee for 30 days, and make adjustments or repairs at cost on all justified complaints for a long time after that. If they bring the unit back, dissatisfied, within 48 hours, we give them another car or their money back.

"All cars needing complete overhauls are sold in the wholesale market. And we know by experience that \$75 spent by us on something like marginal or minor wear in the front end, for example, will not hold a candle in selling power to the same amount put into appearance reconditioning.

"After a complete analysis and repair, we do a good paint job in our own shop on most cars over a year old; then vacuum and thoroughly sponge all the inside, the headers, panels, door sticks, steering wheel, instrument panel,

glove compartment and all inside chrome, also taking out small dents and scratches. If the car is a late model, with good upholstery, we clean up the cushions like new.

"If not, we put in a good set of custom covers of the right color and design to do it justice.

"Then, after watching several thousand men buyers and what they look at first, we always put in a brand-new battery, steam-clean and paint the motor, and clean and paint or put a new mat in the trunk compartment, along with a full-cap, equal-to-new spare tire, with, of course, good tires all around on the car. A clean battery, motor, trunk and spare will sell the man of the family every time. Paint, color, cleanliness and over-all appearance sell the 'little manager.'

"From the very size of our stock and display, it is evident that we have to move 70 units a month of our 100-car quota to get out of the red. Even with our \$50-\$100 reconditioning cost, we aim to sell at or below competition and let our volume carry us through, especially in the price-squeeze situation of late months. We have yet to sell a car as high as the OPS ceiling; mostly we've been running about \$100 under it, anywhere from \$50-\$500 under. About 75 per cent of our

sales are in the small-to-medium-car field.

"Our volume, in turn, enables us to continue the low-price and thorough - reconditioning policy, hence to get more volume.

"Where we're forced to shave prices, to meet quotas and hard bargainers, naturally we eliminate the guarantee. When the customer does not chisel, and most of ours don't, we do extra work within limits on anything he really wants.

"Another thing, we rate and pay our used-car salesmen, on the average, fully as high as their new-car colleagues, and expect high standards of appearance and performance from them. We usually limit their number to about six, in order not to cut the cake too thin.

#### *Making Them Stick*

"Selling used cars to make them stick, and yet have the buyers come back for more, is an art in itself, and requires a totally different technique from new-car selling. Our experienced salesmen actually prefer it because of its greater diversity.

"The trick is to tactfully 'condition' the buyer's mind so that he realizes, without any conscious damage to his ego, that, after all, he is buying a *used* car: that it is attractive, serviceable and a buy at the price, but should not be compared in the fine points of pick-up and performance to a brand-new car. Many are suspicious of a salesman who promises too much, and worse than that, they sometimes spend months trying to get us to make those dreams come true.

"We avoid one prolific source of trouble by listing specifically on the order form everything that we agree to do to a car before delivery. Our file is then our protection. Also, we do put cars through the city inspection.

"The way we look at it, dealers were spoiled for a long time by the sellers' market and now we all have to get out and dig for business. Money looks tighter for some time to come.

"As long as the present soft market lasts, firms that have spent a long time and a lot of money building up a flexible, well-balanced used-car operation will be in the best shape to meet the stern competition we are feeling right now."

can you spare 9 minutes  
to read a message  
19 centuries old?

The Secret on this letter is the message.  
Anyone who reads it will be happy  
during the next 24 hours.  
Anyone who reads it in his hour will be happy  
forever. Read... or read... and understand by words.  
The speech was granted... or delivered... as such.

"On the other hand, you will note that our name as sponsors was carried in relatively small type, as we did not want to be offensive on this special occasion."

[illegible]

"I would like to repeat," said the North Carolinian, "that if we would blot out much of the resentment by the public against all dealers because of the misdoings of a few, then more of this sort of thing must be done."



# NEWS BRIEFS *of the*

## A. P. Haake Will Speak To Georgia Dealers

**D**R. ALFRED P. Haake, consultant for General Motors Corp., will be one of the speakers at the convention of the Georgia Automobile Dealers Association, to be held Oct. 21-23 at the General Oglethorpe Hotel, Savannah.

Announcement that Haake had accepted the invitation to address the group was made last month by John H. Lander, Atlanta, chairman, program committee.

## Truck-Trailer Output May Be Increased

**T**RUCK-TRAILER production during the third quarter of 1951 should total at least 15,000 vehicles based on the amounts of

steel, copper and aluminum authorized the industry under the recently initiated controlled-materials plan. Moreover, it is hoped that fourth-quarter production can be stepped up to approximately the rate attained during the first quarter of the year.

E. J. Lucas, chief, Truck-Trailer Branch, NPA, made that prediction during his talk on "What are 'they' doing in Washington" at the Truck-Trailer Manufacturers Association summer meeting at the Edgewater Beach Hotel in Chicago.

In his opening remarks, Lucas referred to the tendency to speak of the government as "they." "They," he explained, "means the higher echelon in the government's chain of command—the vague, indefinite and unidentified

people who are responsible for delays, mistakes, lack of decision, etc.

"Much of the delay popularly attributed to the 'they' in government has in actual fact been the result of the rapid expansion from a few key individuals to an organization of several thousand people. Now that the people and procedures are becoming well established, progress will be more rapid and 'they' will receive the credit instead of the blame."

## Third-Quarter Production May Reach 1,200,000

**C**AR output for the third quarter of this year will come very close to the 1,200,000 ceiling set by the government, it was indicated by production schedules late last month.

Some plants are expected to build over the NPA quota with materials fabricated before July 1, while others have experienced temporary shutdowns because of material shortages and vacations.

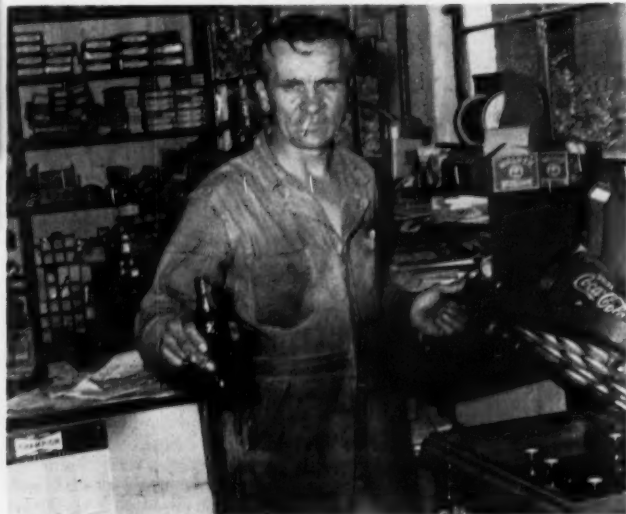
Although car production apparently was scheduled to come under the controlled materials program, manufacturers last month voiced the fear that obtaining materials would be more difficult in the fourth quarter. Even so, there was hope that final production figures for the year would be around 5,000,000.

Truck production apparently was set to continue above NPA levels because much of it goes for defense or defense-supporting purposes. Truck output for July was expected to reach approximately 106,000 units.

## Boykin Dies at Jacksonville

James Murfree Boykin, 68, vice-president of the Motor Finance Co. of Jacksonville, Fla., died last month of a heart attack. He moved to Jacksonville from Atlanta 25 years ago and was for a time distributor for Nash in the Florida territory.

Dean Gesslein, independent operating Dean's Garage in Tulsa, Okla., hands out an ice-cold soft drink to everyone who comes into the shop and says the practice is worth \$100 a week to him. This started when a lady customer drove in, asked for an estimate and then gave every evidence of being impatient. Dean handed her a cold drink, which both pleased and delayed her and resulted, he believes, in a \$280 repair job on that car. The free drinks for everyone who comes in cost him about \$3 a week, Gesslein estimated.





# AUTOMOTIVE INDUSTRY



*Anniversary Celebration*

**FREE** 15 MONTHS  
OF  
INTEREST  
AND  
FINANCE CHARGES

We make this sensational offer on our entire stock of New Kaisers, Henry J.'s and Used Cars.

**ONE MORE WEEK ONLY**

There is no catch—we pay the interest and finance charges.

**JULY 21st IS THE DEADLINE**

**Don't Miss This Opportunity of Your Life**

*Ask About the*

**3400 MILE WRITTEN GUARANTEE**

**STEWART K-F MOTORS**

**2037 MAIN**

**OPEN EVENINGS**

**PHONE 6-2694**

**OPEN SUNDAY**

These rather unusual ads were run in local newspapers last month by two Jacksonville, Fla., dealers. "The best ad we've ever used," was the comment by L. S. Howard, sales manager of Stewart K-F Motors. "It had the 'pull' so often lacking," he said. "It sold 30 cars for us the first ten days." A substantial increase in sales of used cars since the introduction of the written guarantee was reported by H. A. Moshell, Sr., vice-president and general manager of North Florida Motor Co. "We feel that by the adoption of these two warranties we have taken a long step in the right direction to expect satisfactory results for the future," he said. The guarantee on new cars picks up at the expiration of the regular factory warranty. Under the copyrighted guarantees,

**IT'S HOT AS A FIRECRACKER  
ON**



**9 MONTHS or 9,000 MILES**

**WRITTEN GUARANTEE**

*On Every New Car Sold!*

**6 MONTHS or 6,000 MILES**

**WRITTEN GUARANTEE**

*On Every Used Car Sold!*

**Offered in Jacksonville Only at  
NORTH FLORIDA MOTOR CO.**

*Exclusive Lincoln-Mercury Dealer*

**New Car Dept.**

**425 W. Adams St.**

**Phone 4-4212**

**Used Car Dept.**

**529 W. Adams St.**

**Phone 4-5848**

repairs are limited to 25 per cent of the retail price of a used-car and 15 per cent of the retail price of a new automobile.

## **Locking Differential Installed by Ford**

**T**HE "NoSpin" differential, designed to give positive traction under unfavorable road conditions, is being installed in production on special order on the F-4, F-5, F-6 and F-7 series of trucks. T. H. Holden, truck and fleet sales manager of Ford Divi-

sion, Ford Motor Co., announced last month.

The device is a locking differential that replaces the standard differential in the rear axle. It is designed to prevent wheel spin and assure greater traction in sand, gravel, mud and snow and on ice, Holden said.

"The locking differential can be used very effectively in approved

vocational categories, such as school buses, public-utility vehicles, delivery fleets, snow plows, fire trucks and certain off-the-road operations," Holden said.

The unit is manufactured by the Detroit Automotive Products Corp. and can be installed on the F-4, F-5, F-6 and F-7 series with single-speed axles and on F-5 and F-6 models with two-speed axles.



## Service Clinics Highlight NADA New York Meeting

**S**ERVICE clinics, presented from the standpoint of dealers' service managers, service salesmen and other service-department supervisors, will be a feature of NADA's 1952 convention in New York City, January 27-30.

The service clinics will be conducted as special attractions of the National Automobile Dealers equipment exhibition, held concurrently with the convention. The exhibition is scheduled to open Saturday, January 26, one day earlier than the convention itself.

These clinics will provide opportunities for service supervisory personnel of thousands of dealers to get the latest information and industry thinking on service-department operations.

The general convention program itself will include clinic presentations for dealers, featuring business management, manpower, public relations, trucks and other timely subjects. It is anticipated some of the presentations will be in dramatic form, which proved so popular at NADA's Miami convention.

### Developing Ladies' Program

A special entertainment program is being developed by the ladies' entertainment committee, of which Director E. A. Sahli of Beaver Falls, Pa., is chairman.

Meetings of the board of directors and executive committee will, as has been customary in past years, precede the general convention program.

"The convention committee confidently expects the 1952 NADA convention, coming to the nation's largest city, to be the largest convention in NADA's history," said William Frame of Mineola, N. Y., general convention chairman.

"This statement is not merely ambitious propaganda. The density of nearby dealer population, the attractions of America's greatest metropolis, and the outstanding national convention program which we are planning will, we are sure, combine to produce the record convention attendance we anticipate."

Stressing the essentiality of the automobile and truck, the con-

vention will be important not only to the industry but to the public at large, Frame said. The entire program will be built around expanded and improved service to the motorists of the nation.

"The convention committee recognizes its special responsibility for helping dealers to meet uncertain business conditions ahead," said Frame.

"We are leaving no stone unturned to develop a convention program which will provide suggestions and answers to the problems dealers will be facing when 1952 rolls around. We can assure dealers right now that their attendance will be productive and worth-while.

"The committee is urging all members to register early. The huge crowds expected will tax even the unusual facilities available in the nation's largest city."



Aug. 26-28—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Sept. 16-18—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville.

Sept. 24-25—Annual convention of New Mexico Automotive Dealers Association, Murray Hotel, Silver City, N. M.

Sept. 29-Oct. 1—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

Sept. 30-Oct. 1-2—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 7-9—Annual convention of Mississippi Automotive Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi.

Oct. 21-23—Annual convention of Florida Automobile Dealers



Franklin A. Miller of Raybestos-Manhattan, Inc., has been elected president of the Friction Materials Standards Institute, Inc.

Association, Tampa Terrace Hotel, Tampa.

Oct. 21-23—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 29-31—Annual membership meeting of National Standard Parts Association, Sherman Hotel, Chicago.

Nov. 3-6—Annual convention of Texas Automotive Dealers Association, Shamrock Hotel, Houston.

Nov. 9-11—Annual convention of Automotive Parts Rebuilders Association, Stevens Hotel, Chicago, Ill.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Nov. 19-21—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Nov. 27-29—Annual convention of National Used Car Dealers Association, Tampa Terrace Hotel, Tampa, Fla.

Dec. 5-7—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago, Ill.

Jan. 27-30—Annual convention of National Automobile Dealers Association, Waldorf-Astoria Hotel, New York City.

March 20-23—Southwest Automotive Show, Sam Houston Coliseum, Houston, Texas.

### Mohme of Champ-Items Dies

Fremont P. Mohme, vice-president of Champ-Items, Inc., St. Louis, was killed recently in an automobile accident.

**P**ACKARD Motor Car Co. will quadruple the size of its forge operation "in expansion directly related to military programs," Hugh J. Ferry, president, announced last month.

While some railroads were running ads like this one appearing in the Richmond, Va., *News Leader*, the Labor-Management Trucking Industry National Defense Committee released a bulletin stating that trucks and trailers now move 66 per cent of all freight tonnage and provide more jobs than all other forms of transportation combined.

**A**PPROXIMATELY one out of every three cars checked in a recent nation-wide sampling of vehicle condition were found to be in need of maintenance attention to one or more parts affecting safe operation.

In announcing results of the check, James J. Newman, chairman of the Inter-Industry Highway Safety Committee and vice-president of The B. F. Goodrich Co., pointed out: "The condition of vehicles is obviously worse than shown since a large number of volunteers for the 'safety-check' were owners of post-war vehicles. The fact that at least 30.6 per cent of the cars checked by dealers were in need of maintenance attention to parts affecting safe operation points up the need to have cars "serviced for safety" periodically.

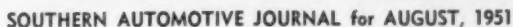
### Promoting the Campaign

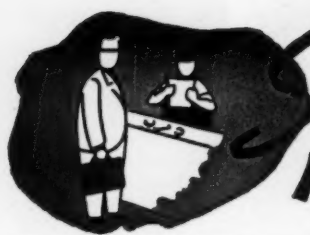
Figures on the voluntary vehicle check were compiled following the annual May "Operation Safety" program sponsored by the National Safety Council. During May, intensive newspaper, radio, television and outdoor advertising reminded motorists that "Good Drivers Drive Safe Cars . . . Check Your Car—Check Accidents." This plea was also emphasized in direct-mail pieces reaching 20 million car owners, and in window and service department displays by 20,000 dealers. Cooperation of the automobile and tire industries and the National Automobile Dealers Association was coordinated through the Inter-Industry Highway Safety Committee.

Results were obtained on the basis of sample "safety-checks" of nearly 360,000 vehicles made by 1,165 automobile, truck and tire dealers in all states and the District of Columbia. Ten items were checked.

In an over-all analysis, one out of ten brakes, one out of 12 rear lights, one out of 13 headlights and one out of 15 windshield wipers led the list of ten items checked.

(Continued on page 133)





# Southern JOBBERS AND FACTORY MEN

## His Incentive Pay Is Same for All

**W**HEN costs are rising and profits are falling, an incentive payment plan for employees is essential to business success.

That, at least, is the conviction of R. L. Jackson, owner of Standard Auto Parts at Dade City, Fla. He has just finished a six-month trial run of his own incentive plan, and recommends the idea to all other parts jobbers, particularly those with small volume. In fact, Jackson recommends it to all employers.

"I would use it in any business—

By Bill Abbott

I got into," he told SOUTHERN AUTOMOTIVE JOURNAL, "even though I had only one employee."

Incentive payment plans usually are thought of in connection with large organizations, and at times when business is good. Jackson believes they are even more effective in small organizations when business is bad.

"Personnel difficulties are more serious to the small business than to the large one," he elaborated, "and the basic purpose of an in-

centive plan is to increase sales and profits. What time is better to do this than when rising costs are decreasing net profits?

"The usual thought is to cut out incentive plans in the first economy wave while trying to bring down costs. Employers who take that attitude are defeating their own ends. It's like stopping advertising when you want and need more sales.

"Incentive plans are going to be more valuable than ever before in the days ahead when parts shortages may become increasingly critical, and business costs continue to rise."

Jackson, a World War II Navy flier, is the only parts jobber in Pasco County, with a population of 8,500 in south central Florida. With his local establishment he is equipped to give the best possible service to his customers, but he has keen competition from wholesalers in Tampa, 40 miles away. He is forced to use aggressive sales methods continually, and he has found that an incentive payment plan is one of the best means to that end.

Jackson developed his idea from five years' experience in his business, and from constant study and observation of practices of others.

When he decided to put his plan into effect, he made it as simple as possible. He merely set aside one per cent of his monthly sales, and divided it equally among his four employees.

"I realize this plan has advantages and disadvantages," he explained, "and I am reserving the right to change it, but as simple as it is, it works for me in great-

R. L. Jackson, right, owner of Standard Auto Parts, Dade City, Fla., discusses business with Melvin Case, shop man, left, and Wayne Webster, outside salesman—two of the four employees who benefit under an incentive payment plan. In addition, his company employs a woman bookkeeper and a delivery boy.





It was a gala affair when J. B. Cook Auto Machine Co. opened this handsome new plant for its Nashville, Tenn., operation. Activities on opening day included a tour of the plant for all guests, barbecue dinner and distribution of 150 prizes. These photos show a few typical scenes on opening day. A number of manufacturers' representatives and officials participated in the opening. J. B. Cook, founder of the



firm, moved to Memphis, Tenn., from Georgia as a representative of the White Steamer Co. He opened an automotive repair shop there in 1913 and later founded the machine-shop and parts business which now has 17 stores. H. Y. Crockett is manager of the Nashville operation and J. D. Caruthers is sales manager. A total of 150 employees make up the Nashville organization and 75 are at the store.



er employee satisfaction and a marvelous spirit of teamwork that we never had before. It provides a real incentive to all employees to increase sales for their benefit."

Jackson is frank to admit the shortcomings of his plan. It takes into account only sales volume and has no direct relation to net profits. It does not take into consideration the varying value of individual employees to the business. Each shares and shares alike regardless of his salary or attitude.

On the other hand, the plan's simplicity eliminates administration and bookkeeping—a burden in a small business. It achieves a feeling of democracy among employees that might not be developed in more complicated plans. Besides, it offers an additional challenge to employees in the lower salary brackets to pull their load equally with those who are higher paid. Finally, the employees like it, and it produces results.

Jackson made a particular

study of plans based on percentages of sales by each employee and department, but rejected them because he said he found there was always a question by those receiving bonus commissions of the amounts paid and to whom they were paid.

#### *Divides Pay Equally*

"To me," he explained, "it is impossible to determine fairly what part individual employees play in developing the good-will of any particular customer. I believe, generally, that all have a part, and that is one reason I have divided my incentive pay equally."

Jackson still has an open mind, however, on the merits of his plan, and is eager to discuss it with any other wholesaler.

But he is certain that some kind of an incentive plan is useful.

"In this business," he said, "we spend hours at sales meetings and in instructions of selling 'related items' and other methods, but none of these takes into account

the human element and a natural tendency to slow down and lose enthusiasm. The incentive plan is the only answer."

He believes it is more urgent now than ever before, and has figures to support this view. He said the average parts jobber in Florida formerly made a net profit of ten per cent of sales, but now, due to shortages of merchandise and higher business costs, he said this had dropped to six per cent.

In Jackson's own case it is even more serious. On annual sales of \$85,000, more or less, his profit has dropped from 14 to 3.22 per cent.

"These are actual figures," he said, "that tell me that now is not the time to run for cover, but to get out and fight more. We've got to do a lot of selling of things we have to make up for lost sales on things we do not have. There's no better way to do that than to instill a fighting spirit into your whole organization, no matter

(Continued on page 115)





It's not considered unusual by Hayes & Hopson customers any more when they hear the voice of Miss McIntire chatting in terms only a man on the inside of the automotive repair business would comprehend. Two snatches of her conversation overheard by the editors included: "Steering arm to idler arm assembly" and "Now, Jimmie, I have some sleeves we used to get for drag links for the earlier models. They would fit, wouldn't they?"

## My Counter Job? It's Never Tedious, Says Jane McIntire

I BEGAN my career as automotive jobber salesman at the age of 18, when I first began work with Hayes & Hopson, Inc., veteran parts house in Asheville.

Having just graduated from junior college, my entire preparation for this work consisted of a one-year course of secretarial practice, four years of French, and musical instruction from the age of four.

My uncle, from long years' association with this firm, recommended that I seek employment there, and I began my secretarial duties with the usual amount of typing and filing (although at the time I must admit that even the intricacies of the time-clock card were almost too much for me).

After a very short time Uncle Sam began to send his "greetings" and the sales force thinned out. It was suggested that perhaps I might become familiar with the catalog and take telephone orders. Feeling that I might be doing my part toward the war effort, and welcoming the opportunity to leave my typewriter, I ventured forth into my new work.

With surprisingly little skepticism and even less eyebrow-raising, the boys on the sales force worked with me. They were

By JANE MCINTIRE

Hayes & Hopson, Inc.  
Asheville, N. C.

never condescending, always kind and patient, even when I would ask if brake linings were to be found under motor parts.

It was not long before I discovered that the keynote of my success depended upon my confidence in myself. With it, I could authoritatively talk with a customer and win his respect. Without it, he would immediately seek one of the boys.

I believe that I really "arrived" the day when two of our largest fleet accounts called for me personally to take their orders and which, I am proud to say, they and many others have continued to do.

So many people question me about the difficulties of learning the jobber catalog, which of course measures almost 36 inches. This I feel is accomplished through application and constant repetition. The index is invaluable when learning; however, the arrangement of many of the manufacturers' catalogs makes this reference impractical.

I realize that remembering related items is imperative in suggestive-selling, and that speed—accurate speed—is the most vital asset to the business, whether

"Time we cleaned this drain pit, don't you think?"





## The Boss Has This to Say

Says Max A. Hayes:

"We, at Hayes & Hopson, have had worlds of experience with women in our organization for many years and especially during the war period. We have observed that women are just as intelligent as men in every way and this, coupled with the fact that women are usually more polite and cooperative with customers, makes us feel that they are splendid material for counter work.

"During the war we worked many women in the receiving department, shipping department, stock room and on the counter. Of course, women are very efficient in any office job, probably more so than men, but it seems that they are a little afraid of the catalog and what the customer will think of their knowledge of parts and equipment as well as catalog information. Our experience shows that you will get only one real top-grade counter girl out of every 40 or 50 girls that you put in training. Experience shows that just about the time these women get a good background to really learn how to work, they either get married, go back to office work or lose interest.

"We do have one young lady on our counter with lots of years of experience and she seems to love this work above everything else. She talks the customer's language and you would be surprised how many mechanics, as well as owners of the business, call this young lady for their needs.

"During the war we tried using several girls who had had experience in parts with the dealers, and while they were top counter girls or parts girls with the dealers, large jobber catalogs and large stocks, together with the fact that one call for parts would be for a Ford and the next call would be for a large tractor, seemed to frighten these girls and we just could not straighten them out. However, in this western North Carolina territory, we do know of several small jobbers who have women on their counter and some of them do the buying or part of it and they are very efficient. When you do find women who are interested in this type of work and stay with it long enough to learn it, they are really top-grade counter sales people.

"We do feel that most every jobber does have in his organization women who should be trained for counter and sales work because when they are properly trained, their interest in the customer and the house is so sincere that naturally they are a very good investment."



with the customer at your counter or to the one waiting on the telephone.

And now, almost nine years later, my "war job" has become a permanent one. I still thoroughly enjoy my work, which is never monotonous, never tedious, and although I realize with each new technical development that I actually know less and less, I feel that the steady routine of office work would be quite beyond my patience.

A picnic for the employees of McClung Brothers, Inc., Waynesboro, Va., was scheduled for late last month at a mountain camp belonging to H. B. G. Wallace, one of the office men, it was reported by President F. W. McClung.

\* \* \*

"We have added Wolf's Head oil and greases to our lines," President Austen J. Ward, Ward & Hamman Auto Parts Co., Elkins, W. Va., reported last month.

## DeVilbiss Names Spruce For the Southwest

W. C. "CLARK" Spruce, representative for the spray-painting and finishing-equipment division of the DeVilbiss Co., has been promoted to Southwestern district manager. He will supervise sales activities in the new district, which includes Texas, Louisiana, Mississippi, Arkansas, Oklahoma, New Mexico, western Tennessee and northwestern Alabama.

Spruce has been with the firm for more than 23 years. He will continue to headquarter at 1515 Dragon St., Dallas, Texas.

## George Gilbert Heads Southeast Show

GEORGE V. Gilbert of Piedmont Auto Exchange, Charlotte, N. C., has been elected president of the Southeast Automotive Show. Time for the next show has been tentatively set for the spring of 1953.

"It has been suggested that a conference, not a show, be held in the spring of 1952," Gilbert said. "The board of directors will meet in September to map plans for the conference and for the next show."

H. Lester Flowers, The Flowers Co., Hickory, N. C., was elected first vice-president of the show and A. Lee Proctor, Black & Decker Manufacturing Co., Atlanta, was named second vice-president. The new treasurer is John A. Doyle, Southern Bearings & Parts Co., Atlanta.

In addition to Arnold J. Siegal of Birmingham, president of the 1951 show, the wholesaler directors include: M. D. Taylor, Taylor Parts and Supply Co., Andalusia, Ala.; Webb Patten, Patten Sales Co., Miami, Fla.; John Rogers, John Rogers Co., Atlanta; Howard W. Hart, Hart Supply Co., Columbia, Miss.; O. H. Hamby, Southern Bearings & Parts Co., Charlotte, N. C.; Ned Holland, Holland Auto Supply, Spartanburg, S. C., and B. M. Gibbs, Service Auto Parts, Knoxville.

Manufacturer-representative directors are: Henry Clark, Atlanta; R. F. Coleman, The Electric Auto-Lite Co., Atlanta; John E. Colley, Perfect Circle Corp., Atlanta; W. E. "Gene" Fike, Tobin-Arp Manufacturing Co., Atlanta; Harry F. Gee, Jr., Federal-

(Continued on page 146)

# SERVICE AND MAINTENANCE



## Spark Plugs Are "Hot Stuff"!

WITH the outbreak of the current "police action," Joe, like many others, again donned his uniform and resumed his job of imparting some of his automotive "know-how" to the young recruits.

When he decided to get back into uniform, he called his gang together and told them he was

Always tighten plugs with a snug-fitting socket or torque wrench. Never use an end wrench. After the plug seat has "bottomed," a turn of from one-half to three-quarters will tighten it against the gasket.



leaving the shop and customers in their hands, firmly stating that he expected a good shop when he returned. With two sons in the service, Joe kinda felt he would be letting them down if he didn't get back in harness. Knowing Joe, we knew this would happen, so we weren't surprised.

Every once in awhile, we received a card from him asking about things along "the row." Along with our worry about parts and customers getting more sour every day, we did our best to keep him posted. You can imagine our pleasant surprise a few days ago when we answered the phone and Joe asked us to run down to the shop for a visit. Naturally we wanted to see him, and, too, his voice sounded as though he had something interesting on his mind.

After a brief greeting, Joe be-

*Illustrations courtesy of  
The Electric Auto-Lite Co.,  
Toledo, O.*



By E. M. Lowery  
Technical Editor

gan to tell us what it was all about.

It seemed that one of his best accounts—a large truck fleet operator—was having a siege of spark-plug trouble on some heavy-duty trucks. Regardless of what the boys had done, about 4,000 miles was all this operator could get out of a set of spark plugs, so he was getting very unhappy about the shop's "service."

Joe called the gang together and his talk to them—on spark plugs—went something like this:

Spark plugs operate in the hottest spot in the engine which may reach a temperature of 4,000° F. The two most important items affecting spark-plug service are plug application and installation. It is important that plug heat ranges and their application be

### September Issue: Oil Filters

*The various types of oil filters and how they can help to increase engine life will be discussed by Technical Editor Lowery in his article next month.*

understood so that the correct plug be selected for the particular engine requirement.

However, there are some variations in actual practice. A new engine may require a certain heat-range plug, but, after the engine has been in service for several years, it has depreciated, changing its characteristics. The compression will be lower than standard and, therefore, the operating temperatures will be lower than standard, so change in plug heat range may be necessary. Usually a hotter plug would be required.

Again, there is a difference in the service in which the vehicle may be used. For slow-speed, door-to-door service, or vehicles used for the greater part of the time in areas where traffic is slow, the operating temperature would be low and a hotter plug may be required. In the same vehicle, if operated for a greater portion of the time at a high-speed, long-distance service, the operating temperatures would be higher and a colder plug may be required.

A practical guide to judge spark-plug performance is a study of the appearance of the firing tip of the insulators after they have been run a few hours under normal operating conditions. The color of the plug insulator will indicate whether it is too hot or too cold for the engine.

In selecting plugs for various locations, a comparatively hot plug would be used over the intake valve, and a comparatively cold plug over the exhaust valve, and a plug selected for the center would have a heat range be-

tween the two other plugs.

After the correct heat range plug has been determined, correct installation is a must, as good plug performance cannot be obtained from a plug unless it is properly installed. It is clearly indicated by manufacturers' diagrams that the heat travels from the lower end of the insulator through the gasket between the insulator and the plug shell, and through the gasket between the plug and the cylinder head.

#### *Assuring Good Contact*

It is therefore necessary that the contact between the plug and the gasket, and between the gasket and the cylinder head must be clean and free from any foreign material. Otherwise, the transfer of heat will be retarded and the plug will not operate at temperature for which it was designed. Never use a spark-plug gasket more than once. Even though the plug be removed for inspection, use a new gasket when plug is returned to cylinder head.

The "reach" of the plug is important and a change of gasket may affect the "reach."

The nearer the spark-plug electrodes are to the center of the combustion chamber, the better chance there is of the ignition process being satisfactorily accomplished. The "reach" of the plug is the distance from the gasket seat on the shell body to the end of the plug shell extending into the combustion chamber. If the "reach" is too long, the plug will be overheated and if too short the electrode will be in a pocket by the spark-plug hole in the cylinder head.

Always use a new gasket regardless of whether new plugs or cleaned plugs are to be installed.



Clean the spark-plug seat in the cylinder head before placing the plug into position.

Correct "reach" installation may prevent rapid electrode erosion.

Some causes of spark-plug failures:

1.—Side electrode excessively worn. The insulator firing tip may be a light gray color and possibly show indications of swelling and even blistering. On a properly-installed plug the side electrode only shows excessive wear after a reasonably long period of operation (4,000-6,000 miles).

Cause: Plug is too hot for this application.

Remedy: Use next colder plug.

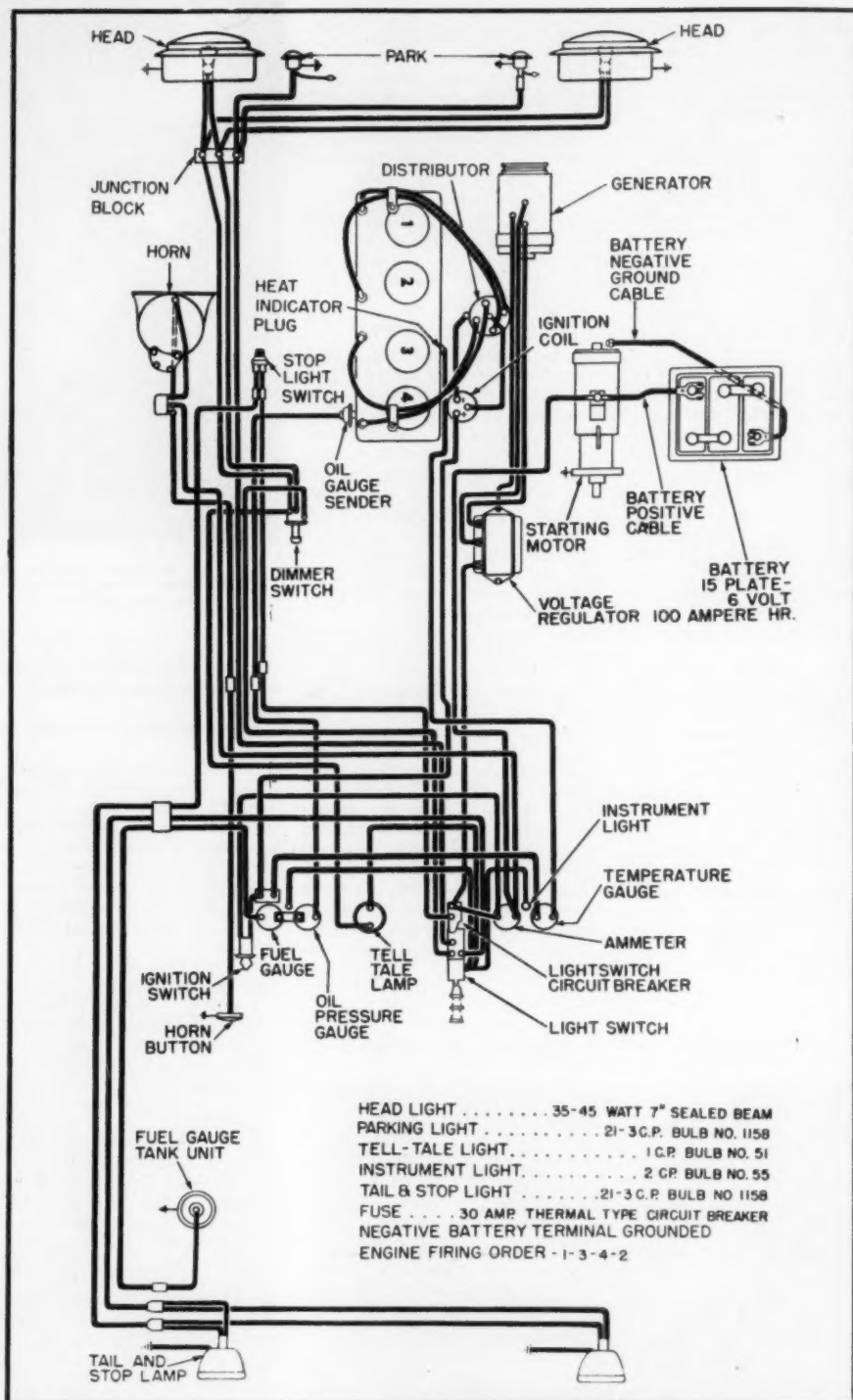
Occasionally the side electrode (and sometimes the center electrode) will show excessive wear, while the insulator firing tip shows no signs of excessive heat whatsoever.

Cause: Frequently due to use of high-output coils, resulting in an excessive amount of current passing through the spark plug.

Remedy: Replace coil with the coil specified by the vehicle manufacturer.

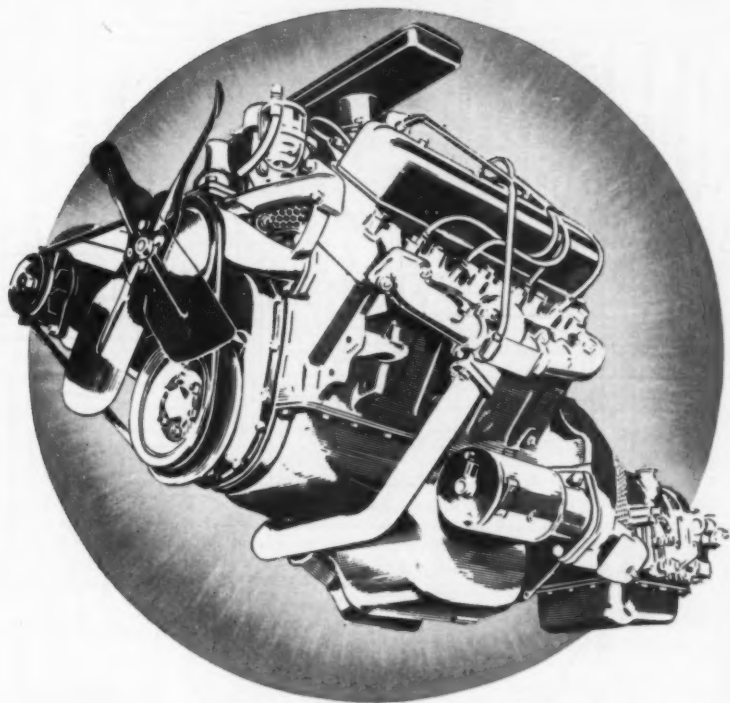
2.—Plugs badly burned: A plug is "badly burned" when the insulator firing tip is swollen, blistered, fused or broken, and both the center electrode and the side

(Continued on page 112)



WIRING DIAGRAM FOR 1951 FOUR-CYLINDER WILLYS

The new **V-8** that packs  
a terrific **WALLOP!**



Studebaker's new type 120-horsepower  
valve-in-head V-8 engine

*Studebaker Commander*  
**V-8** AMERICA'S NEW  
WONDER CAR









## "In 20 years... I've seen lots of 'em come and go"

*"Over the past 20 years I've seen them come and go... open a new service shop—make a go of it for a while, then go out of business. I believe lots of them made their mistake by not sticking strictly to Original Factory Parts. It's hard to keep your service work on a high level with parts that are just substitutes for the real thing. I'm glad I decided long ago to use only Original Factory Parts in my business."*

M. David Robertson, 412 New Jersey Ave. N.W.,  
Washington, D. C.

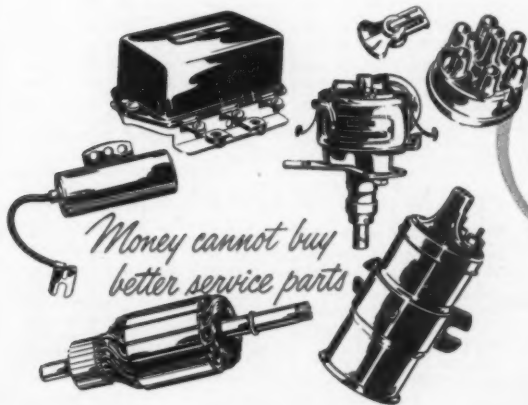
The outstanding customer satisfaction Auto-Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of original factory parts and protect your honest workmanship... and build your business, your prestige and your future. For full information, write to

**THE ELECTRIC AUTO-LITE COMPANY**

Toledo 1

Parts & Service Division

Ohio



*Money cannot buy  
better service parts*

**"Tested Quality"** HELPS YOU DELIVER  
AMERICA'S FINEST ELECTRICAL SERVICE

From blueprint to finished product, constant inspection and testing of all Auto-Lite Original Factory Parts assures quality of unfailing dependability... and is proven by exhaustive tests of leading automotive engineers who specify Auto-Lite as Original Factory Equipment on leading makes of many of America's finest cars and trucks.



TUNE IN "SUSPENSE" . . . CBS TELEVISION TUESDAYS

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE												
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M	Crankshaft Drive	Main Bearings	RINGS		OIL Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Sp. & 44 Cust. Sp.	121½	8J	3½ x 4½	32.51	120@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (ex- cept Model 72)	126¼	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-1.1875 1-1.1865	8	AC	Y	Y	St-Ca
BUICK Model 72	130¼	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-1.1875 1-1.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3900	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Ca-RP
CADILLAC 62	126	8J	3½ x 3½	46.5	160@3900	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Ca-RP
CADILLAC 60	130	8J	3½ x 3½	46.5	160@3900	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Ca-RP
CADILLAC 76	146¼	8J	3½ x 3½	46.5	160@3900	LB	5	2-.0781	1-1.1875	5	AC	N	Y	Ca-RP
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-1.237	1-1.1863	5	AC	N <sup>1</sup>	Y	RP
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-1.237 1-.0932	1-1.1863	5	AC	N <sup>1</sup>	Y	RP
CHRYSLER Wind. & DeLuxe	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-1.562	5	Y	Y	Y	B&B
CHRYSLER N. Y. & Imperial	131½	V8	3½ x 3½	46.51	180@4000	Ch	5	2-.0781	1-1.1875	5	Y	Y	Y	Ca
CHRYSLER Crown Imperial	145½	V8	3½ x 3½	46.51	180@4000	Ch	5	2-.0781	1-1.1875	5	Y	Y	Y	Ca
CROSLLEY Model CD	80	4J	2½ x 2½	10	26.5@5400	G	5	2-.0625	2-1.155	2	Fr	Fr	N	T
DeSOTO S-16 DeLx & Custom	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-1.562	5	Y	Y	Y	B&B
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-1.562	5	Y	N	N	St
DODGE Coronet & Meadow	123½	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-1.562	5	Y	Y	Y	St
FORD & Custom 8 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3	2-.0933	2-1.186	5	Y	N <sup>1</sup>	N	Own
FORD & Custom 6 Cyl.	114	6I	3 x 4	26.1	95@3300	G	4	2-.0933	2-1.186	5	Y	N <sup>1</sup>	Y	Ho
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-1.550	5½	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Ch	4	2-.078	2-1.175 1.156	7	Y	N	Y	Ca
HUDSON Super 6	124	6I	3½ x 4½	30.4	123@4000	Ch	4	2-.078	2-1.175 1.156	7	Y	N	Y	Ca
HUDSON Super 8	124	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-1.175 1.156	7	Y	N	Y	Ca
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3800	Ch	4	2-.093	2-1.175 1.156	7	Y	N	Y	Ca
KAISER Spec. & DeLuxe	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-1.550	5½	AC	Y	Y	Ca
HENRY J	100	4I	3½ x 4½	15.63	88@4000	G	3	2-.0925	1-1.186	4	f	N <sup>1</sup>	N	Ca
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	90@3800	G	4	2-.0925	1-1.186	5	f	N <sup>1</sup>	N	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-1.186	6½**	Y	Y	Y	Ho
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-1.186	6½**	Y	Y	Y	Ho
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3	2-.0933	2-1.186	D	Y	Y	N	Ho
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4	2-.0930	2-1.547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7	2-.0930	2-1.547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4	2-.0930	2-1.547	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	j	8J	3½ x 3½	45.0	135@3600	K	5	2-.0781	1-1.1875	5	AC	N <sup>1</sup>	N	Ca-RP
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5	2-.0935	1-1.1865	7	AC	N	Y	Ca
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5	2-.0935	1-1.1865	7	AC	Y	Y	Ca
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9	2-.0935	1-1.1865	7	AC	Y	Y	Ca
PLYMOUTH P-22 Concord, Suburban and Savoy	111	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-1.562	5	f	N	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118½	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-1.562	5	f	Y	N	Ca
PONTIAC 6 Model 25	120	6I	3½ x 4	30.4	96@3400	M	4	2-.0933	1-1.1863	5*	AC	N	Y	RP
PONTIAC 8 Model 27	120	8I	3½ x 3½	36.4	116@3600	M	5	2-.0933	1-1.1863	5*	AC	N	Y	Ca
STUDEBAKER Champ. 10G.	115	6I	3 x 4	21.6	85@4000	G	4	d	1-1.562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. H.	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AC	A	Y	St
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-¾"	4	HH	N <sup>1</sup>	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½"	1-¾"	5	AC	N	Y	Ca-Zn

### ABBREVIATIONS

*-Refill	Ch-Chain	Fr-Fram	J-Overhead valve	RP-Rochester
*-4½ dry, 6 refill	D-4 dry, 5 refill	G-Gear	K-Link Belt or Morse	Products
A-Accumulator	d-Top, 5337, Middle, 135	HH-Hondaille-Hershey	LB-Link Belt	St-Stronberg
AC-A.C. Spark Plug	F-F Head motor	Ho-Holley	M-Morse	T-Tillotson
B&B-Carter	I-A.C. United Specialties and Industrial Wire Cloth Products	I-L Head motor	N <sup>1</sup> -Optional at extra cost	Y-Yes
Ca-Carter		j-88", 119½", 98", 122	No-No	Zn-Zenith

Make **LIFE**  
this  
ad work for  
you

Here's the prize-winner  
for more

# Ford

## Service Business



Your prize-winner for extra profit is the familiar blue and white Genuine Ford Parts sign. When you display this sign you let Ford owners know you're headquarters for the service they want with the parts that are right for Fords. And you take advantage of hard-hitting national advertising that sends Ford owners your way—

### Here's Why:

Ford owners in your area see and read ads like this, month after month, in **LIFE** and other publications.

These appealing, colorful advertisements continually remind Ford owners that Genuine Ford Parts are the right parts to save them time, money, and to assure satisfaction.

And they're reminded that the Genuine Ford Parts sign mark: the headquarters for service that features the right parts for Fords.

★ Order Genuine Ford Parts today from your Ford Dealer—and ask him how you can get the Genuine Ford Parts sign that attracts extra Ford service, extra profit for you.



I DON'T MIND TELLING YOU, I WAS ONE SURPRISED MECHANIC WHEN THAT GIRL HANDED ME THE LOVING CUP FOR 1ST PRIZE IN A BEAUTY CONTEST!

BUT SHE SET ME STRAIGHT. SHE TOLD ME I WON IT FOR HER...BY REPAIRING HER FORD SO FAST THAT SHE WAS ABLE TO GET TO THE CONTEST BEFORE THE DAYTIME CLOSED.



I EXPLAINED THAT THE PRIZE SHOULD GO TO THE GENUINE FORD PARTS I USED. IT'S NO TRICK TO DO A GOOD, FAST JOB WITH PARTS THAT ARE MADE RIGHT TO FIT RIGHT.



AND I TOLD HER THAT THE JOB I DID WOULD STAY RIGHT! FOR GENUINE FORD PARTS ARE TESTED AND PROVED FOR LONG LIFE BY THE MEN WHO BUILT HER FORD!



I EXPLAINED SHE'D SAVE TIME, MONEY AND HER FORD IF SHE ALWAYS SPECIFIED GENUINE FORD PARTS!

AVAILABLE WHEREVER YOU SEE THE SIGN AT ALL FORD DEALERS AND SELECTED INDEPENDENT DEALERS

KEEP YOUR  
FORD  
ALL FORD



FORD Division of FORD MOTOR COMPANY

# CURRENT PASSENGER-CAR SPECIFICATIONS

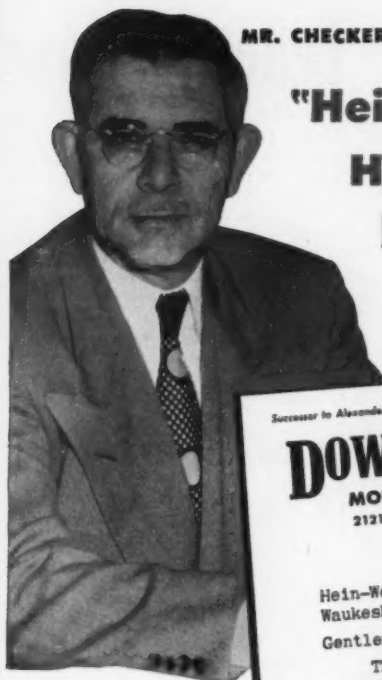
## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery		Clutch Facings				Brakes	
	Breaker Gap (°)	Spark Plug Gap (°)	Tappet Clearance Intake (°)	Tappet Clearance Exhaust (°)	Intake Valve Opens before TDC	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Sp. & 44 Cust. Sp.	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L/Bb	.125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13.5	L/Bb	.125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	18	None	used			H	RW
CADILLAC 60, 61 & 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	10½	7	H	RW
CADILLAC 76	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.135	9½	6½	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	15	None	used			H	RW
CHRYSLER Wind. & DeLuxe	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125	9½	6½	H	Ps
CHRYSLER N. Y. & Imperial	18	35	08h	10h	15°b	27½-30½	17-20	EW	135P	25	Bb	.125	9½	6	H	Ps
CHRYSLER Crown Imperial	18	35	08h	10h	15°b	27½-30½	17-20	EW	135P	25	Bb	.125	10½	6½	H	Ps
CROSLEY Model CD	20	25	06	09	5°b	46	17-20	No	90P	4	O	.125	6½	4½	H	RW
DeSOTO S-15 DeLx. & Custom	20	35	06h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125	9½	6½	H	Ps
DODGE Cor., Mead. & Way	20	35	06h	10h	8°b	34½-38	17-20	EW	105P	14	Bb	.125	9½	6	H	Ps
FORD & Custom 8 Cyl.	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	.125	9½	6	S	RW
FORD & Custom 6 Cyl.	24-26	29-32	13-15	17-19	11°b	35-38	17-20	65-70	100P	17.3	L	.125	9½	6	S	RW
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.125	9½	6	H	RW
HUDSON Pacemaker	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203	9½	6½	D	RW
HUDSON Super 6 & Hornet	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203	9½	6½	D	RW
HUDSON Super 8	17	32	08	10	10½°b	27	17-20	45-50W	120P	18½	O	.203	9½	6½	D	RW
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13½	Bb	.125	9½	6	H	RW
HENRY J.	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	.125	8½	6½	H	RW
HENRY J. DeLuxe	20	30	16	16	5°b	38±1	17-20	60-65	100P	9	Bb	.125	8½	6½	H	RW
LINCOLN Cosmopolitan	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
LINCOLN	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	100P	22½	Bb	.125	10	6½	S	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125	8	5½	H	RW
NASH Ambassador	18-24	30	15	18	8½°b	35	17-21	70W	105P	17	Bb	.125	10	7	S	RW
NASH Rambler	18-24	30	(15h 16c)	(15h 18c)	6°b	35	17-21	60-65W	90P	11	Bb	.125	8	5½	H	RW
OLDSMOBILE 88 & 98	16	30			13½°b	26-33	19-23	60-70W	115N	21½	L	.136	10.5	7	H	RW
PACKARD "200"	12½	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	.125	10	6½	H	RW
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	.125	10½	7	H	RW
PACKARD "400"		26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au	au	au	H	RW
PLYMOUTH P-23 Concord, Suburban and Savoy	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	Bb	.125	9½	6½	H	Ps
PLYMOUTH P-23 Cambridge and Cranbrook	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	T	.125	9½	6	H	Ps
PONTIAC 6 Model 25	22	23-28	12h	12h	5°b	31-37	17-21	60W	100N	18½	Im	.125	9½	6	H	RW
PONTIAC 8 Model 27	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	19½	Im	.125	10	6½	H	RW
STUDEBAKER Champ. 10G	20	22-27	16c	16c	15°b	38	17-20	46-50W	100P	10	Bb	.125	8	5½	H*	RW
STUDEBAKER Comdr. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	.125	9½	6	H*	RW
STUDEBAKER Land C. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	.125	9½	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.135	8½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	.135	8½	5½	H	RW

### ABBREVIATIONS

1-16° on DeLx. or Windsor with std. 2-speed transmission.	*-Self-adjusting, self-energizing	E-Nuts 52 to 57, cap screws 65 to 76	P-Positive	W-Warm
2-7° on DeLx. or Windsor with std. 3-speed transmission.	a-After	f-without heater. With heater add 1 qt.	Ps-Propeller shaft, rear transmission.	X-Do not recommend using dwell meter for setting breaker point gap
3-Hydra-Matic Trans. Std. on 62-60 Series.	au-Automatic	H-Hydraulic	RW-Rear service brake	T-Tolerance of one degree, plus or minus, allowed in adjusting
4-Each point. Total effective dwell 34° to 36°.	b-Before	h-Hot	S-Duo Servo	Z-Auto-Lite 27, Delco 31
	Bb-Borg & Beck	Im-Inland Mfg.	T-Borg & Beck, and Auburn	
	c-Cold	L-Long Mfg.	U-Auto-Lite 19-33, Delco 17-21	
	d-Hydraulic valve lifters	N-Negative		
	D-Duo Automatic	O-Ows		





MR. CHECKERS CLAYTON, of Downtown Motors, Inc., Dallas, Texas, says:

## "Hein-Werner *PUSH* and *PULL*" Hydraulic Jacks speed up body and fender work and increase profits!"

Successor to Alexander Motor Co. as Authorized Dodge-Plymouth Dealer

**DOWNTOWN**  
MOTORS, INC.  
2121 Pacific at Pearl

Largest Dodge



"Job-Rated Trucks"  
Plymouth Dealer in the South  
No Pan Parts

TELEPHONE RIVERVIEW 1931

DALLAS, TEXAS

February 28, 1951

Hein-Werner Corporation  
Waukesha, Wisconsin  
Gentlemen:

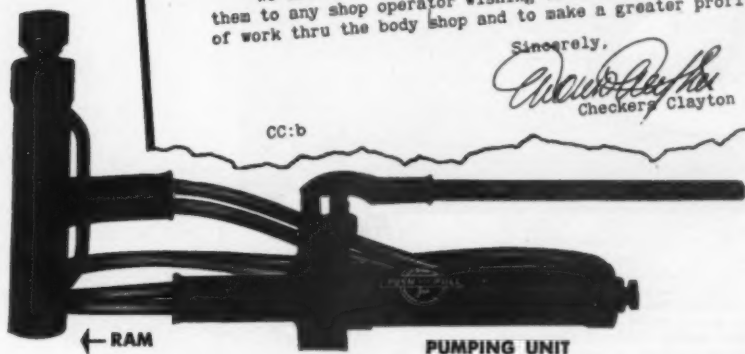
The six Hein-Werner Push and Pull Hydraulic Jacks have  
measured up to your every claim for them.

We are very happy with the results obtained and recommend  
them to any shop operator wishing to facilitate the movement  
of work thru the body shop and to make a greater profit.

Sincerely,

*Checkers Clayton*  
Checkers Clayton

CC:b



There's no doubt about it . . . the  
Hein-Werner Push and Pull Hy-  
draulic Jack is a proven profit  
builder.

Every day, new users report how  
job out-put is stepped up. Their  
business has increased because they  
can now quote lower estimates and  
get the job out sooner than with  
conventional repair methods.

Unsurpassed for body and fender  
work . . . Easy to set up . . . Pushes  
or pulls direct with few attach-  
ments . . . Pump cannot become  
airbound . . . Operates at any angle,  
and in any position . . . Push or pull  
with one ram — just turn release  
valve to right or left . . . Available  
in 4, 10, and 20-ton capacities, with  
complete attachments.

**Hein-Werner**  
CORPORATION

The Hein-Werner line of hydraulic  
jacks is COMPLETE! It includes Under-  
Axle Jacks of 1½, 3, 5, 8, 12, 20, 30,  
50 and 100 tons capacity... "Bumper-  
Lift" Hydraulic Jacks for passenger  
cars... "Swift-Lift" and Service Jacks  
for shop use... Cylinder Sleeve Pullers.

Ask your jobber or write for details

HEIN-WERNER CORPORATION, WAUKESHA, WISCONSIN

# Regulations and News Items Along Federal Row

## LIMITING CAR OUTPUT

Production of passenger cars during the fourth quarter of this year will be limited to approximately 1,200,000 units, the same number as scheduled for the third quarter, NPA indicated last month.

Under this tentative fourth-quarter program, automobile manufacturers were asked to provide the agency with estimates on the amount of controlled materials they will need to attain this output, recommended by the Defense Transport Administration and the NPA Motor Vehicle Division.

sion.

Two major decisions will affect fourth-quarter production plans, NPA said: First, whether passenger-automobile production will be included under the controlled-materials plan and, second, whether the third-quarter rate of passenger-car production is enough, too much or too little when compared with other essential programs and the availability of materials.

## COLLECTING CAR SCRAP

To assist in increased recovery of urgently needed iron and steel scrap, members of the National Auto Wreckers Association in 102 cities throughout the country are organizing scrap-mobilization committees in cooperation with the NPA scrap program. Wrecking companies are being urged to remove saleable parts from cars as soon as possible and pass the remainder into scrap channels.

## POSTPONING CUTBACKS

Drastic cutbacks in truck production that NPA officials had indicated would be made effective this quarter apparently have been postponed. It is expected that any sizeable reduction in truck output will be delayed until the fourth quarter, since NPA notified manufacturers last month that they could ship all the trucks they produce in the third quarter.

## PRICING NEW MODELS

A special-order procedure for establishing dollars-and-cents retail list prices on new-model automobiles that are not counterparts of ones previously produced has been set up by the OPS.

Simultaneously with establishing a wholesale ceiling for any new-model car not a counterpart of one previously produced, OPS said it will issue a special order setting list price for dealers, embodying the same percentage markup over the manufacturer's wholesale ceiling price for the

**WHERE 1 DOES WELL**

**3 DO BETTER..**

**PENNZOIL**  
Motor Oil

You multiply the tremendous sales advantage of Pennzoil motor oil, a leader by itself, when you sell Pennzoil Chs-Z-Lube, the exclusive, patented chassis lubricant, and Pennzoil Hydra-Flo, Type "A" automatic transmission fluid.

All three give you a triple shot at Pennzoil customers who buy quality. Find out about profit possibilities you can't afford to miss... and about the entire Pennzoil line of top quality lubricants for every purpose. Contact your nearest Pennzoil distributor, or write to us for his name.



**THE PENNZOIL COMPANY**  
Executive Offices  
Oil City, Penna. • Los Angeles, Calif.

*plus...*

*plus...*

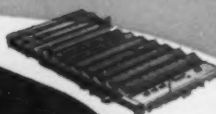
*equals...*

**MORE SALES...  
BETTER SALES**

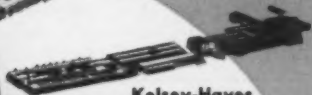


# Kelsey-Hayes

...in DEFENSE  
and PEACE-TIME  
production



Kelsey-Hayes  
Los Angeles, Cal. Plant



Kelsey-Hayes  
Detroit, Mich., McGraw Plant



Kelsey-Hayes  
Windsor, Ont., Canada Plant



Kelsey-Hayes  
Detroit Mich., Military Plant



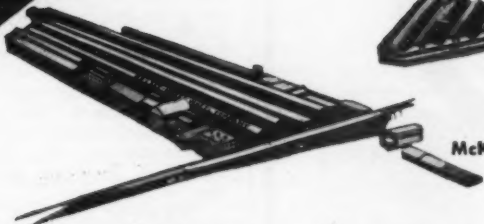
Kelsey-Hayes  
Jackson, Mich. Plant



Kelsey-Hayes  
Davenport, Iowa Plant



Kelsey-Hayes  
McKeesport, Penna. Plant



#### FOR MILITARY AND CIVILIAN USE:

- Wheels, brakes, hubs and drums for cars, trucks, tractors . . . and cargo trailers, troop carriers, gun carriages, tanks, etc.
- Electric brakes, brake power equipment, power chambers . . . and valves for all types of military and civilian vehicles.
- Shells and shell casings, rockets, and aircraft engine parts, etc.

**KELSEY-HAYES WHEEL COMPANY**

MILITARY AVE., DETROIT 32, MICHIGAN

new model that the dealer obtains on the best-selling model of the same series.

In arriving at their individual ceilings, dealers may add amounts for taxes, transportation costs and charges for preparing and conditioning and for any extra equipment.

### He Sells "Comfort"

(Continued from page 65)

jobs. But any shop today, if it maintains its last year's dollar

volume, has to have more customers, or write more job tickets, anyway. That being true, why not go for the type work that leaves the greatest net profit?"

In order to get more customers in the least possible time, Ham began staying open until one a. m., primarily to get the transient business.

"Fully 75 per cent of the transients have close friends or relatives locally," said Ham. "Our evening rates are exactly the same as our day rates. And the

work is the same high quality always. The transients write back to their friends or relatives telling them what a good job they got at Ham's. And we get a high percentage of the friends' and relatives' ensuing business as a direct result."

Practically all of Ham's present customers are driving late-model cars.

"We've sold them all on preventive maintenance. We keep a card file on conventional ruled 4-by-6 index cards. The average 10,000-mile inspection brings us between \$30 and \$35 in parts and labor. And remember, the customer can spend that amount periodically where he could not spend a lump sum."

It takes just as much to talk a man into a valve job as it does to have his front-end aligned and checked regularly, Ham believes.

"The customer will pay for driving comfort," he said, "and is satisfied because he can feel the results."

As was formerly mentioned, the type work Ham does assures him a clean shop.

"The mechanics like it," said Ham. "And the customers driving late-model cars demand a clean shop."

"I sell a number of carburetors for '50 and '51 cars. My first sale was the only one that required any selling. After that, the first satisfied customer sent a friend, the friend sent another friend and so on," said Ham.

And he makes an \$11 profit on the carburetor that takes him no more than 20 minutes to install.

More customers and fewer valve jobs and overhauls are responsible for Ham's 20 per cent increase in dollar volume over the corresponding period a year ago, he said.

"And with my type work," Ham concluded, "the jobs are small—small enough so the customers can pay cash. This eliminates all financing and collection worries, too."

"My whole theory is: The customer can appreciate driving comfort and will pay to make it possible where he is unable to see what he derived from, say, a valve job."

Every month Ford Motor Co. employees buy an average of nearly \$1,000,000 worth of U. S. savings bonds through the payroll-deduction plan.

# ACME

## Airliner

INFLATES • DEFLATES

GAUGES

"Lasts longer and gives the best service of any we have used."

—B. B.  
E. St. Louis, Ill.

"Never a moment's trouble."

—F. J. C.  
Smithtown Branch, N. J.

"The best I've used."

—W. B. E.  
Tunica, Miss.

"The best I have owned since I have been in the service station business."

—B. H. B.  
Kingston, Tenn.



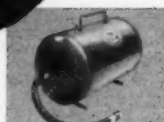
#### ACME VALVE CAPS

Precision-machined from solid brass, they're heavier, sturdier, more airtight.



#### ACME TIRE GAUGES

No. 515, 5 to 50 lb. in 1 lb. calibrations. No. 520, 20 to 120 lb. in 5 lb. calibrations.



#### ACME AIR TANK

The portable, dependable air tank of a hundred uses. Weighs only 10 lbs.

Order from your jobber today. Send for complete catalog No. 1003.

**ACME AIR APPLIANCE CO., INC.**

100-120 Hinsdale Street, Brooklyn 7, N. Y.

# WOULD YOU PAY \$3.50 TO MAKE \$75. PROFIT A WEEK?



OVER \$150 IN BRAKE WORK THE FIRST WEEK. That's the results Wnek Auto Service, a 5 man shop in Amherst, Ohio had with the American Brakeblok Minute Brake Check Program.

## THIS SHOP DID! SO CAN YOU!

Want to increase brake profits in your shop? Want to save lives? Help reduce accidents?

You can! Just like the Wnek brothers shown above.

FIRST. They asked for a free Pedal Blok. It's a slotted wooden blok that fits under the brake pedal, finds faulty brakes, in a minute, *before* pulling a wheel.

We'll send you one, no charge, with our compliments.

SECOND. The Wneks ordered one of our Minute Brake Check Kits. It contains a big, outdoor cloth banner, pen-nants, a 7 pc. display, post cards, folders, complete directions. And costs only \$3.50.

THEN THEY PUT IT TO WORK. They offered a Minute Brake Check to every motorist that drove in. Sold over \$150.00 worth the first week, and it's still going strong. To quote Ted Wnek: "We were amazed. We had no idea we'd get so much work or that customers would co-operate so willingly. That Pedal Blok sure is a money maker."

"THIS AMERICAN BRAKEBLOK PEDAL BLOK DOES THE TRICK," says Ted Wnek, left, shown with his brother Ed. "It intrigues motorists. And we were amazed at how willingly people co-operated. They certainly are safety conscious about their brakes."

Write now, today, for your free Pedal Blok. We'll send it without obligation, plus full details about our Minute Brake Check Kit.

### MAIL THIS COUPON NOW!

American Brakeblok  
Dept. D  
4616 Merritt Ave.  
Detroit 9, Mich.

Rush me your Pedal Blok, without obligation.

NAME

ADDRESS

CITY  STATE

**Brake Shoe**

AMERICAN BRAKEBLOK DIVISION  
DETROIT 9, MICHIGAN



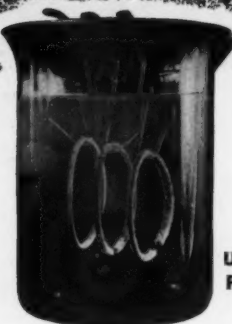
**1<sup>st</sup>**



## ALTINIZING

THE FINEST OF ALL PISTON  
RING COATINGS!

ACID TESTS PROVE IT



UNRETOUCHED  
PHOTOGRAPH

**FRICITION** causes motor wear . . . but so does **ACID ACTION!** Acids duplicating those formed in a motor are shown in the glass container. Note the acid attacking the two ordinary rings at the right causes bubbles to rise. In motor operation that means wear. Now note no bubbles rise from the ring at the left because it is **ALTINIZED!** That means less wear.

### RINGS ARE SCUFF PROOF RINGS



PISTON FITTED  
WITH ORDINARY RINGS

This picture shows scuffing and wear during break-in period. Rings have never been seated and worn surface prevents proper seating action. Thus effective Ring operation is impaired.



PISTON FITTED  
WITH ALTINIZED RINGS

1. Rings and piston show slightest possible scuffing and wear during break-in period.
2. Rings seating properly.
3. Positive sealing action of rings due to fine bearing surface—Altinized finish.
4. Successful ring operation due to lack of scuffing and premature wear; proper seating of rings, and positive sealing action.

**McQUAY-NORRIS MANUFACTURING CO.**

*Yours for the Asking*



## THIS COMPLETE SERVICE ENCYCLOPEDIA

This SERVICE ENCYCLOPEDIA comes with a heavy cover, and is wire bound for long use... It tells you HOW to SELL the JOB through pages that show the customer just what you do... It tells you HOW to DO the JOB by means of pictures on TUNE-UP jobs, RING jobs, OVERHAUL jobs and many others... It tells you HOW to PRICE the JOB with rate charts, work time, etc. Here is a book full of information every service department needs... and...

*It's Yours for the Asking*

## Here's How TO GET THE SERVICE ENCYCLOPEDIA

Simply place an order for four sets of LEAK-PROOF Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA AT NO EXTRA CHARGE. The most liberal offer we have ever made.



McQUAY-NORRIS MFG. CO. St. Louis 10, Mo.

Please send full details on "HERE'S HOW" to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# LEAK-PROOF PISTON RINGS

## Procedure for Refinishing New Type of Car Chrome

**M**ATERIAL restrictions that are a result of the nation's defense effort have made it necessary to change the plating process on some bright metal parts on new automobiles.

Bright metal parts plated by the new process are protected with a clear enamel. At the pres-

ent time this process is being used on the following chrome parts:

### Exterior Parts

Radiator grille assembly  
Head lamp rims  
Hood ornament base  
Front door emblems

### Interior Parts

Instrument cluster case  
Steering column finish plates  
Heater control panel  
Deluxe horn ring  
HM selector lever  
Fog lamp switch escutcheon  
Radio dial house escutcheon  
Outer radio speaker grille  
Inner radio speaker grille  
Glove box emblem  
Tilting non-glare mirror

Maintenance instructions must be followed to prevent damage to the protective coating. All chrome parts plated with the new process can best be maintained by frequent washing. Conventional car-washing procedures are satisfactory where mild soaps or detergents are used as cleaning agents.

Caution: Abrasives and strong cleaning agents are harmful to this finish; therefore, conventional methods of chrome cleaning and polishing *must be avoided*.

Repairs to scratches or abrasions that occur on parts having the protective coating must be performed within a reasonably short time to prevent further deterioration of the finish.

### Procedure for Refinishing New Type of Chrome

Scratches or abrasions that occur to the protective enamel coating on the new type of chrome-finished parts may result in discoloration and possible damage to the surrounding area if refinishing is not done within a reasonable time.

Repairing damaged or scratched sections of these plated parts through the use of abrasives is hazardous because of the possibility of scratching through the chrome. For this reason only the damaged area should be refinished. The procedure for refinishing is as follows:

1.—Feather in the enamel scratch very lightly with only triple-O (000) steel wool.

Caution: Use of rubbing compounds, emery cloth or sandpaper must be avoided or damage will result to the chrome.

2.—Clean section with paint thinner.

3.—Refinishing material can then be sprayed, wiped or brushed on the prepared surface. Apply two coats, allowing suitable

(Continued on page 102)

## R PRESCRIPTION for AILING FUEL SYSTEMS

Install new  
**AIRTEX**  
FUEL PUMPS  
and anti-pulsation  
FUEL FILTERS



### MAKE A SALE!

Millions of your customers have seen the powerful Airtex story in The Saturday Evening Post. Stock Airtex—Show Airtex—Sell Airtex.

### MAKE A FRIEND!

Airtex fuel pumps and Anti-Pulsation filters are equipped with the famous Airtex diaphragm, guaranteed for 50,000 miles—flexes instantly at 30° below zero and top engine heat—faster get-away—easier starting.

### MAKE A PROFIT!

Airtex provides a core trade-in allowance on new pump purchases, 25c on singles—50c on duals.



**AIRTEX**

**AUTOMOTIVE DIVISION**

ADVERTISED  
IN THE  
**Saturday  
Evening  
Post!**



## skilled hands

*Guard Filko Quality!*

### Uniformity assured by precision control of every operation

Every stage in the manufacture of Filko Ignition Replacement Parts is controlled by the Skilled Hands of Filko Craftsmen. From selection of raw materials to final inspection, not a single step is left to chance. This precision control assures uniformity, years of extra service and dollars of extra value for every "Crown Jewel of Ignition."

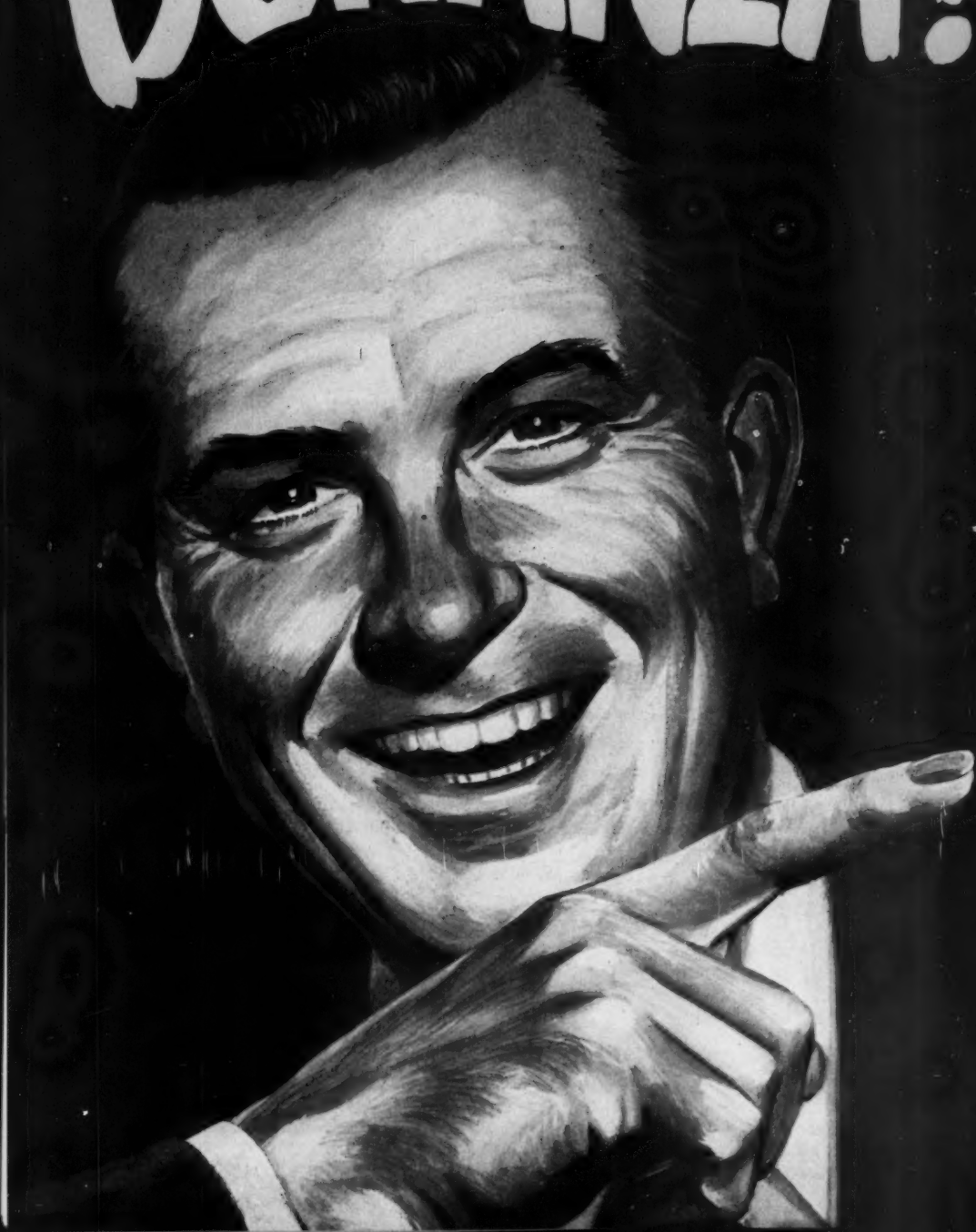
That's why discriminating buyers insist on Filko!

**Filko**  
*"the Crown Jewels of Ignition"*  
 contact sets • caps and rotors • coils • condensers  
 brushes • graphite bronze bearings • switches  
 cut-outs • relays and regulators  
*Precision Built by Ignition Specialists*

F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Ill.  
 Warehouses in Los Angeles, San Francisco, Fort Worth,  
 Houston, New York, Boston, Atlanta, Toronto



# BONANZA!





# 'HEAD-ON' CARBON BLASTER

now applicable to more than 12,500,000 late model cars!

**Provides Quick, Effective Means of Blast-Cleaning Combustion Chambers without Removing the Cylinder Head!**

After nearly a year of successful field application in over 3000 dealer service departments . . . after months of intensive engineering research . . . Kent-Moore "Head-On" Carbon Blasters can now be used in servicing nearly all the cars produced since 1949! More than 12½ million vehicles in all . . . a ready-made market for quick, effective, and highly profitable Carbon Blast Tune-Up service!

**SIMPLE, EASY TO OPERATE!** Although the "Head-On" Carbon Blaster represents a revolutionary new approach to a common service problem, it does an amazingly fast and thorough job of removing objectionable deposits from engine combustion chambers *without requiring removal of the cylinder head!*

Operated solely by air pressure, the machine blasts a special hard-grained, non-resinous and non-abrasive cleaning agent through the spark plug port into closed combustion chambers. Ricochet action inside the sealed chamber quickly chips off carbon accumulations and cleans the exposed metal surfaces. Then constant air pressure from the blast feed nozzle forces all residues out through a special return hose. That's all there is to it . . . no muss, no fuss, no bother at all! Saves time, saves labor, eliminates tedious, tiresome hand-scraping. Gives you greater profit return per hour, gives your customers noticeable improvement in engine power and performance.

**NEW PISTON LOCATING GAUGES!** Basic requirement for successful use of the "Head-On" Carbon Blaster is that combustion chambers be completely sealed during the blast-cleaning operation. Both valves must be closed . . . and the piston must be properly located to provide necessary clearance for the ricochet cleaning action. And here's the real "Bonanza" . . . good news for every repair shop doing engine tune-up work! *Special Piston Locating Gauges are now available to provide a simple, direct, positive means of meeting these basic requirements on 27 different engines used in more than 90% of the cars produced in the last three model years!* So act now! Be prepared to meet the demand for Carbon Blast Tune-Up service! Write for complete information today!



● 18 Piston Locating Gauges, neatly mounted on an attractive sectional wall board, make the Kent-Moore "Head-On" Carbon Blaster applicable to all the makes and models of cars listed below!

CAR MAKE	ENGINE	YEAR MODEL
Cadillac	V-8	1949 thru 1951
Chevrolet	6 (216 and 235)	1949 thru 1951
Chrysler	6 and In-Line 8	1949 thru 1951
DeSoto	6	1949 thru 1951
Dodge	6	1949 thru 1951
Frazier	6	1949 thru 1951
Ford	6 and V-8	1949 thru 1951
Henry J	4 and 6	1961
Hudson	6 and 8	1949 thru 1951
Kaiser	6	1949 thru 1951
Lincoln	V-8	1949 thru 1951
Mercury	V-8	1949 thru 1951
Nash	6 (L-Head only)	1949 thru 1951
Oldsmobile	6, 8, Rocket 8	1947 thru 1951
Packard	8	1949 thru 1951
Plymouth	6	1949 thru 1951
Pontiac	6 and 8	1949 thru 1951
Studebaker	6 and V-8	1949 thru 1951



**KENT-MOORE ORGANIZATION, INC.**

Engineers and Manufacturers of Special Automotive Service Tools and Equipment  
3-109 GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

## Refinishing Car Chrome (Continued from page 98)

drying time between coats.

**Caution: Do not polish.**

Failure to follow the instructions on care and refinishing of new type of chrome will result in damage to the protective coating.

Material approved for use in refinishing this new type of chrome is "Air-Dry Clear Enamel" (for bright metal parts) and has a drying time of one-half hour.

This material provides an excellent protective coating against weather conditions for all chrome parts on current and past models.

## Serving the Aggravator (Continued from page 63)

game; he very abruptly stated that he would make out and hung up on us.

The following Monday he came by and apologized, saying he was mistaken, that he had found the golf balls in his wife's car. Al-

though he was driving a product of another manufacturer when this incident occurred, he is now driving one of our make and has been a good service customer and a great booster of our organization for years. DOES IT PAY?

**Case "C"**—We had one of those mechanics who always gripe about any job assigned to them. You know the type. One day he was assigned a "starter repair job" on a stationary engine of one of those furnace cleaning contraptions mounted on a small truck.

His griping finally got under the skin of the shop foreman as well as the truck driver, so they decided to try a "cure" on him. When he had completed the starter, the driver asked if he was ready to start the unit. He hollered, "yes." The unit started okay and the driver eased the lever which operates the blower fan into position. Suddenly the soot retainer bag unfolded and when the soot and dust settled, the mechanic had all the appearance of a chimney sweep. About all you could see through the soot was his eyes. The other mechanics gathered 'round and gave him a good razzing.

Since then we have had no more "gripes" out of him when he's assigned a job.

So you see we have some humor along with the other—and it all pays off!

## Where Are Used Cars?

(Continued from page 69)

gating high-premium insurance risks.

Furthermore, cars are received, parked, serviced and delivered to customers with a minimum of handling.

And the big pecan tree that Lacey would not have cut down has been dressed up with a retaining wall and its base adorned with outdoor furniture. This is probably the only new-car plant ever built around a pecan tree and the result is a touch of the bucolic, something seldom found in an automobile dealership.

## Buick Announces Hardtop

Quantity production of Buick's Riviera hardtop in the Special series has been announced by Ivan L. Wiles, general manager of Buick Motor Division and vice-president of General Motors.

# AJAX

## HYDRAULIC SERVICE JACKS

### HAVE EVERYTHING IT TAKES TO GIVE YOU YEARS OF TROUBLE-FREE SERVICE





**TROUBLE-PROOF POWER UNIT**  
Heart of all Ajax hydraulic service jacks is this precision engineered, ruggedly built hydraulic power unit. Every vital part is heat-treated.



**DIRECT LINE DRIVE**  
This exclusive feature assures trouble-free performance by eliminating side strains on the power unit which cause leakage of jack fluid.



**SPEEDY, FACTORY-QUALITY REPAIR SERVICE**  
8 Direct Factory Branches and 9 Authorized Service Stations staffed with factory-trained specialists provide fast, preventive maintenance and repair service with new jack guarantee.

● Here are two fast, rugged, hydraulic service jacks designed and built for long-lasting, dependable operation. Ease of operation . . . ample chassis length for dollying . . . positive locking 2-position handle adjustment . . . gravity centered balance for quick positioning make them a favorite for speedy, efficient work.

**AJAX No. 2782**—2 tons capacity—handles all passenger cars and light trucks with ample margins of safety and power.

**AJAX No. 2784**—4 tons capacity. Easily handles all passenger cars and all but the heaviest trucks and tractors.

In the uncertain times ahead, it's doubly important that you have good, sturdy dependable lifting equipment. Start modernizing your shop with Ajax Jacks, the complete coverage line of finest quality jacks.

**AJAX AUTO PARTS COMPANY • RACINE, WISCONSIN**



**AJAX . . . THE COVERAGE LINE OF QUALITY JACKS**



For peak performance in any weather

## **MōPār** THERMOSTATS AND RADIATOR HOSE . . . .

*Genuine Chrysler Corporation Parts*

**ONE-PIECE BELLOWS.** MoPar Thermostats have seamless, one-piece bellows for greater strength and more all-weather dependability. You're always sure of utmost satisfaction. That's because MoPar thermostats are the same as original equipment in Plymouth, Dodge, De Soto and Chrysler cars and in Dodge "Job-Rated" trucks.

**HIGH TENSILE STRENGTH.** MoPar Radiator Hose is strong, flexible, easy to install. Not affected by temperature changes! Neoprene lining can't crack or flake—resists action of foreign matter in cooling system. Three plies of tough fabric assure longer life. Engineered especially for Plymouth, Dodge, De Soto and Chrysler cars and Dodge "Job-Rated" trucks.

MoPar parts are available from Plymouth, Dodge,  
De Soto and Chrysler dealers everywhere.



**CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICHIGAN**





**GEORGE SOUDERS**  
Winner 1927  
97.545 m.p.h.



**LOUIS MEYER**  
Winner 1928  
99.482 m.p.h.  
Winner 1923  
102.162 m.p.h.  
Winner 1936  
109.069 m.p.h.



**RAY KEECH**  
Winner 1929  
97.585 m.p.h.



**BILLY ARNOLD**  
Winner 1930  
100.448 m.p.h.



**LOU SCHNEIDER**  
Winner 1931  
96.629 m.p.h.



**FRANK LOCKHART**  
Winner 1926  
95.904 m.p.h.



**PETER DE PAOLO**  
Winner 1925  
101.13 m.p.h.



**JOE BOYER**  
Co-winner 1924  
98.23 m.p.h.



**L. L. CORUM**  
Co-winner 1924  
98.23 m.p.h.



**TOMMY MILTON**  
Winner 1921  
89.62 m.p.h.



# **NO OTHER CAN MATCH**

## **CHAMPIONS**

## **SPECIFIED**

**POWERFUL SALES STORY!** Lee Wallard, winner, and 2nd, 3rd, 4th and 5th place drivers use Champions! New record 126.244 m.p.h.! Champion's 21st victory in the big '500'—toughest test for spark plugs! Stock and sell Champions—the spark plugs champions use!

# **NOR CAN ANY OTHER MATCH**



FRED FRAME  
Winner 1932  
104.144 m.p.h.



BILL CUMMINGS  
Winner 1934  
104.863 m.p.h.



KELLY PETILLO  
Winner 1935  
106.24 m.p.h.



FLOYD ROBERTS  
Winner 1938  
117.2 m.p.h.



WILBUR SHAW  
Winner 1940  
114.377 m.p.h.  
Winner 1937  
113.580 m.p.h.

# SPARK PLUG THIS RECORD!

BY 21 WINNERS OF INDIANAPOLIS "500"



FLOYD DAVIS  
Co-winner 1941  
115.117 m.p.h.



MAURI ROSE  
Co-winner 1941  
115.117 m.p.h.



GEORGE ROBSON  
Winner 1946  
114.82 m.p.h.



JOHNNY PARSONS  
Winner 1950  
124.002 m.p.h.  
(343 miles race)

## CHAMPION'S SALES RECORD!

BE A CHAMPION DEALER... IT PAYS!



Readers are invited to contribute to—

# SHOP TALK—

## ORDERS CATCH THE EYE

Smithfield, N. C.

Gentlemen:

Back in your issue for July, 1950, there was an article written by Hurley Rives of Paul Brothers, Inc., of Washington, D. C. In a later issue you made mention of the interest shown in the repair

orders which were being used in this particular dealership.

If there is any more information available, we would appreciate your advising us where we might get something similar.

C. D. LITTLE, JR.,  
Little's Pontiac Co.

We're asking our Washington representative to check with Paul

**A column of informal comments about the automotive trade and its problems.**

Brothers and pass the information on to you.

## THEY'RE THE SAME

Tryon, N. C.

Dear Sir:

Would you please tell me one thing about your "Current Passenger-Car Specifications"? Why do you classify Oldsmobile and Cadillac, with their V-8 valve-in-head motors, as "8J," and classify Studebaker and Chrysler with their V-8 valve-in-head as "V-8"? Aren't they in the same class?

E. C. PRATHER, JR.,  
Prather Chevrolet Co.

You're right in pointing out that they all have the values in the head. To obtain the information for these tables, we send copies of the tables to the factory whenever a new model is announced. We publish this information in the exact form the factory gives to assure accuracy. That explains some slight differences in terminology.

## TIMING IT RIGHT

Corpus Christi, Texas

Dear Sir:

Please send me a valve timing chart on a 1951 Chevrolet, 110-horsepower. One of my customers requests this information from me and I have been unable to obtain it.

JESSE MATTA,  
Six Point Auto Supply

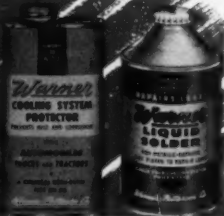
We regret that we are unable to supply you this chart. However, we don't think you will have any difficulty setting the valve timing on these particular en-

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

## Are your dealers cashing in on Warner's **SCRUM** campaign?

\*Clogging accumulation of scale, rust and oil muck in cooling system.

With a powerful national advertising campaign in the Saturday Evening Post that's getting readers to lead the way to better service before they get there. Be sure you're stocking this campaign now.



**WARNER COOLING SYSTEM PROTECTOR**  
Stops rust and corrosion. Keeps cooling system clean.

**WARNER LIQUID SOLDER**  
Repairs cooling system leaks—radiators, motor blocks.

**WARNER RADIATOR CLEANER**  
For passenger cars. Regular twice yearly cleaning.

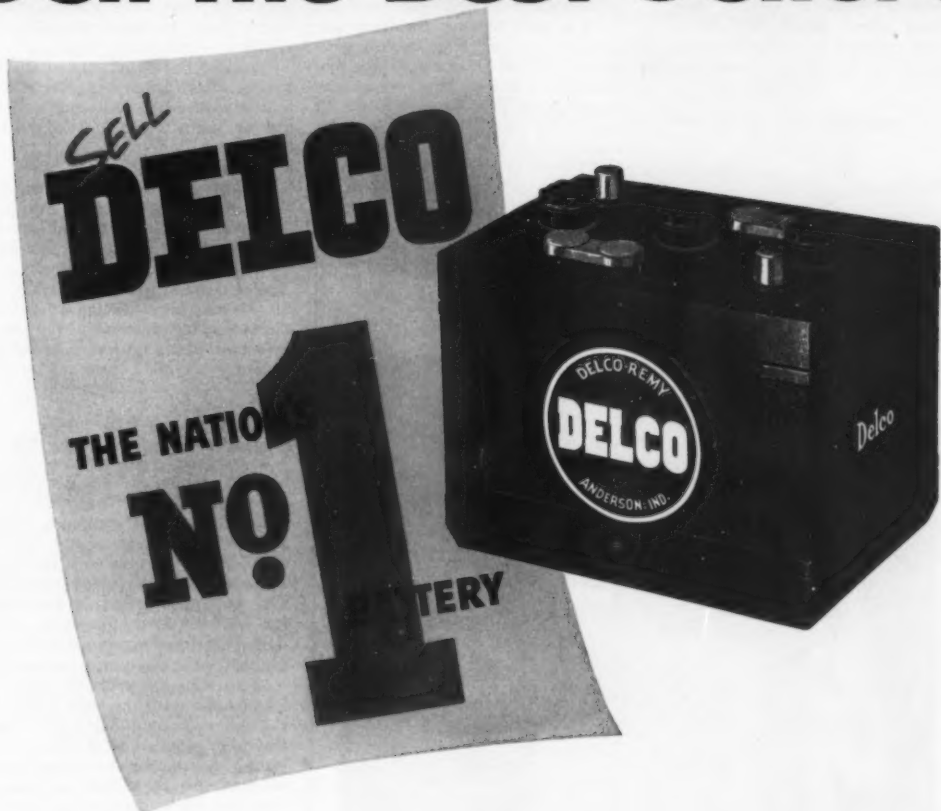
**WARNER SERVICE CLEANER**  
For bus, truck, tractor and very dirty cooling systems.



## WARNER RADIATOR PRODUCTS

WARNER-PATTERSON COMPANY  
930 S. MICHIGAN AVE., CHICAGO 5, ILL.

# Sell the Best Seller!



When you sell the battery that leads the nation in popularity you open the door to the biggest *pre-sold* battery market there is . . . for there are more Delcos in cars and trucks today than any other battery.

Delco is both the No. 1 choice for original equipment in cars and trucks—and the No. 1 choice for replacements. Why?

Because Delco is No. 1 in *value*. Delcos are built to give the service that drivers expect from their batteries—to stand up under the toughest driving conditions—to give low cost per mile.

So sell the leader—the battery that's known to millions of satisfied users—the battery that's the No. 1 replacement choice.



## DELCO BATTERIES—A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors

gines, providing you line up the marks on the two timing gears. The camshaft or fiber gear is marked with a goose egg or zero. The crankshaft or metal gear is marked with a center punch. Since these gears will fit only their respective shafts, it is necessary only to line up these marks.

## PROMOTING SAFETY

Tifton, Ga.

Gentlemen:

We are preparing a series of direct mailings which we are offering to prepare for our customers to their car-owner customers. We all realize that the average small dealer and the independent garage have neither the time nor facilities to carry on such a program and yet direct mailings are considered among the best means of advertising. We would like to add to our folder of letters to be selected by these customers one that is pertaining to the value of regular, systematic checking of

brakes and hazards of faulty brakes.

Sometime ago I read an article somewhere that listed the No. 1, No. 2, No. 3, etc., causes for highway accidents. As I remember, faulty brakes were the No. 1 cause.

Would it be possible for you to secure this information for me which would list at least the first six or eight causes of highway accidents?

J. ROBERT MORRIS,

Partner, Auto Parts Service

We're sending you a copy of "Rest In Pieces," a booklet on 1950 accident statistics published by The Travelers Insurance Companies, which we hope will help you. We're also sending a copy of the Georgia Safety News for some information on the state's safety record.

## System Spurs Efficiency

(Continued from page 62)

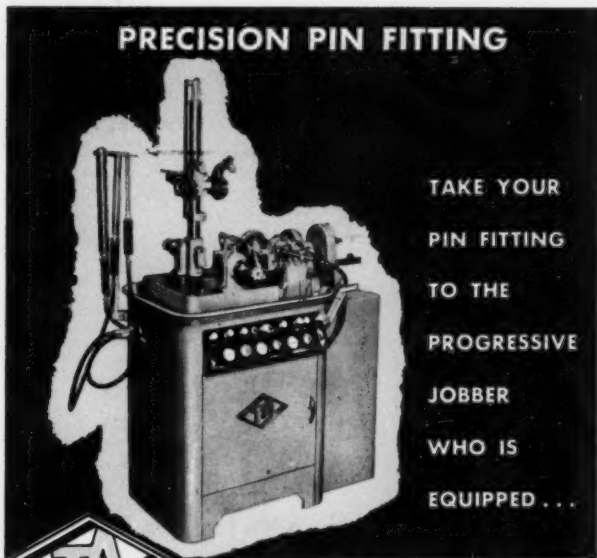
highest labor sales was given seven points for that, the one with the second highest labor sales was given six points, and so on down to the one with the lowest sales, who was given one point. The points awarded in this way for each of five categories were added, and the mechanic with the highest total was given the bonus.

"Statisticians probably find a lot of fault with the way I figured the bonus," said Kinkead, "but the plan worked well for us. By giving points for sales per hour worked, we took into consideration the credit due the mechanics who turned out jobs in a hurry. The total number of hours worked gave recognition to those who perhaps weren't quite as fast but who did work steadily.

"We didn't show the men the tabulations. We just told them who the winner was for each month.

"Then the same man began to win every time, so we discontinued the contest and gave him a raise. But the bonus idea did help in introducing the rating system to the mechanics."

The efficiency ratings must be interpreted with discretion and with a thorough knowledge of the individual shop. They are no cure-all for any service operation. But they can show up certain conditions that need improving—for the benefit of the shop and the mechanic.



## PRECISION PIN FITTING

TAKE YOUR  
PIN FITTING  
TO THE  
PROGRESSIVE  
JOBBER  
WHO IS  
EQUIPPED...



## ... with a TOBIN-ARP "PM" PIN FITTING MACHINE

"PM" scientifically engineered pneumatic-hydraulic Pin Fitting Machine for boring piston pin holes in Pistons and Connecting Rods—Rocker Arms—Brake Cylinders — and Steering Sectors.

ACCURACY — SPEED

ECONOMY

TOBIN-ARP MFG. CO. 2845 Harriet Avenue Minneapolis 8, Minn.

KING PIN FITTING with K-P Attachment for precision fitting of front wheel spindle king pins . . . from 3/4" to 1 1/2" diameter without removing brake flanges.

**TOBIN-ARP** *Always First  
With the Best!*

### Check's Worth Money But Don't Cash It

A check for \$50, so realistic that a banker would have to look twice, was sent to used-car prospects last month by Chester Gunnin, used-car manager of Harry Sommers, Inc., Atlanta, Ga., Chrysler - Plymouth dealership.

The checks were worth \$50 to the bearer on the price of any used car selling for more than \$1,000. They were worth \$25 on used cars selling for less than \$1,000.

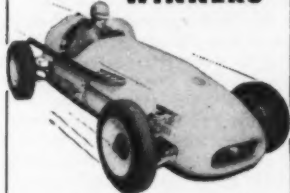
The checks are just one of the merchandising ideas used by Sommers, who is a past president of the National Automobile Dealers Association.

### 750,000th "Rocket" Olds Comes Off the Line

**T**HE 750,000th Oldsmobile with the high-compression, eight-cylinder "Rocket" engine came off the line at Lansing recently, about two and a half years after the engine was introduced.

Volume has been maintained in both peacetime and defense products, said J. W. Wolfram, general manager, although government restrictions have cut into peacetime production to some degree. Manufacture of passenger cars at Lansing has been reduced from 86 cars an hour to 68 an hour, Wolfram stated.

### 3 OUT OF 5 WINNERS



In the Indianapolis Memorial Day Classic, more cars used Voit Flexible Hose than any other brand (3 out of 5 winners—16 out of 33 qualifiers). There were **NO** failures of Voit Hose—but there were 2 of ordinary hose during the 500-mile grind.

# STOP

## MISSING OUT ON BIG RADIATOR HOSE BUSINESS

You need only  
18 Voit hoses  
for 100% service



**X** YOU NO LONGER  
NEED THESE  
147 PIECES FOR  
100% SERVICE

**5-MINUTE INSTALLATION** on 99% of cars. Makes bigger profits by eliminating excessive labor.

**27 DOLLAR INVENTORY FITS ALL CARS**—Every 1936-51 car is covered by 18 sizes. (Kit contains 25 pieces to allow for V-8's.) It takes approximately 147 ordinary hoses to match this versatility. No slow moving, obsolete inventory. Inventories adjusted at any time—without penalties.

**NO MECHANICAL ABILITY—NO SPECIAL TOOLS** are required for installation—a 10-year-old could handle it.

**REALLY FLEXIBLE** (not wire bound)—a baby can bend Voit Flexible Hose easily. No rigid wire binding to crimp or collapse hose. An integral part of the tough body is the rugged steel spring which adds flexibility, strength, easy adjustment to length, any job requirement. 180° bends—twists—curves! Never before such adaptability.

**EXCEEDS SAFETY REQUIREMENTS BY 400%**—Developed for U. S. Air Corps. Official—factory-approved.

**DEPENDABLE SOURCE OF SUPPLY FROM A FAMOUS MANUFACTURER**—Voit—nationally recognized for over 25 years as one of America's leading manufacturers of premium quality rubber products.

For details and the name of your local distributor, wire collect to:

PATENT NOS. 2,396,039  
2,430,061

# Voit

*America's Finest  
Automotive Hose*

LOS ANGELES 11—1600 East 25th Street  
CHICAGO 18—350 West Ontario Street

Dear Bill,

Noted your comments in your last letter about the statistics you saw on the great number of truck drivers—their being outnumbered only by farmers, as a group. You, sir, are speaking of the men we love—truckers and farmers. I don't know just how they figure in our business, percentage-wise, but they are the very best kind of customers and we have bent over backwards to play ball with them.

There used to be a lot of jokes



**-and there are 14 million more than 10 years ago**

Anybody who thinks the lamp business is flickering out just ain't hep to statistics.

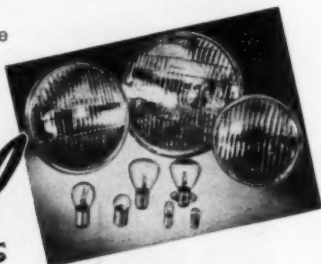
Lamp replacements alone are a \$40 million baby asking you to kiss her. Get your share.

The average age of cars today is 45% higher than pre-war, so the market for lamp replacements is growing, not shrinking.

Get your share of lamp sales. Make it part of your check-up service to make sure no customer leaves your place with a burned-out lamp. And tie up with Tung-Sol, who make a bulb to fit every need of every car, truck and bus—new or old.

Tung-Sol bulbs are used by most leading car manufacturers.

**Tung-Sol**  
AUTO LAMPS



**TUNG-SOL LAMP WORKS INC., NEWARK 4, N. J.**

Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • Newark • Philadelphia

circulated about the farmer and his baling-wire repairs on the family lizzie, but the modern serviceman that thinks of farmer customers in that light, won't have many of them. These two large groups of vehicle operators, truckers and farmers, know more about mechanics and are therefore more likely to buy the right kind of job and not haggle over saving a dime by skipping needed mechanical operations.

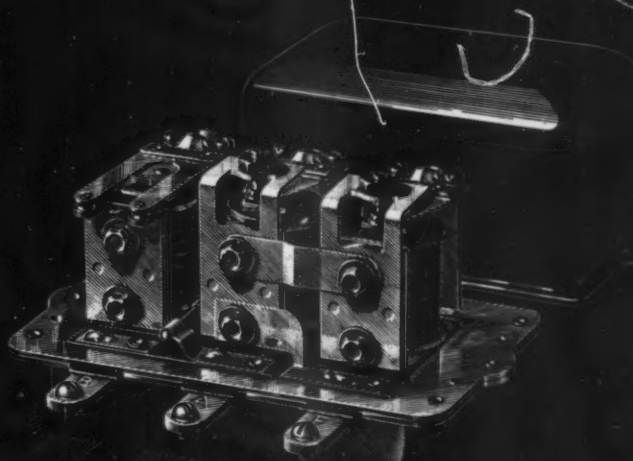
A stall or breakdown in the family chariot can be an annoyance to the city family, but to a farmer or trucker carrying perishables or in the middle of a rush job in a race with the weather, it can mean a terrific financial rap, and no one knows it better than they.

So in order to keep their valuable maintenance business we are always prepared to "hit the road" when they are in trouble. That's the time they really appreciate the extra service you can give them, and they never keep their approval a secret. They are walking advertisements among their own groups. Their vehicles are the tools of their trade, and they are always repairing and replacing them, and can't get along without them.

We hold our service-call charges to the minimum for the boys, and do everything possible to get them rolling again. They reciprocate by driving past many other service and sales outfits to reach us when they want a shop job or a new vehicle. And this is especially good business, since, as you say, there are so darned many of them.

Was interested in a contest one of our dealers held in his shop which was getting low on manpower, due to mechanic shortage. He paid small bonuses to those supplying ideas for more efficient operations in the various depart-





**ANOTHER ONE OF BLUE STREAK'S  
36,000 BOOSTERS!**

Here is a Blue Streak voltage regulator bared to the bones. Strip the cover off any other regulator, compare it with the Blue Streak — and this is what you'll find:

Where most conventional regulators have one contact, Blue Streak has two — to ease the "current burden". Where others have fragile materials in their field resistors, Blue Streak uses tough, heat-resistant fibre glass. Where others rivet contacts to brackets, Blue Streak contacts are screwed in — there's no bending of parts to align contacts or adjust the gap. Where others have a completely exposed undersurface, the bottom of the Blue Streak regulator is covered and protected.

So here's a regulator that lasts longer, spreads your good name. And for all that, you pay only a bit more. *Standard Motor Products, Inc., Long Island City 1, New York.*

***Better your Business...  
Buy Blue Streak***



"I use Blue Streak ignition parts all the way down the line," says Bill Jones, who operates one of the leading auto repair services in Jackson, Miss. "I've been a Blue Streak dealer for 12 years, and when you stick with the same brand of ignition that long, it *has* to be good!"



COILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE

SOUTHERN AUTOMOTIVE JOURNAL for AUGUST, 1951

ments to make one man cover for the "vacant chair." In adding up the various savings in routine operations he found that many man-hours each week could be saved by smart use of unskilled help in assisting skilled men. One mechanic estimated, and correctly, that if the stall next to his regular stall was assigned him and was equipped with a lift, he could handle two mechanics' work with the assistance of a young trainee who did the cleaning, nut spinning and parts-running for him.

The transmission specialist saved one full day's time for himself in the first two weeks that two extra pressure gauges were added to his tools, so he could make all pressure checks at one time. Even the wash man managed to turn out almost double his usual number of steam cleaning, washing and polishing jobs by addition of more efficient machines and methods.

The dealer told our boss that when he finished the plan, it would appear that he had been

operating with several more men than he actually needed through failure to look to efficiency, but he never noticed it until the men left and he couldn't replace them.

Yrs.  
Ed.

## Plugs Are "Hot Stuff"

(Continued from page 83)

electrode are excessively worn with definite signs of disintegration.

**Cause:** Plug too hot for this application. Plug improperly installed. Examine seat gasket to see if it was clean and fully compressed. The presence of wrench marks on the hex or top of the shell would indicate the use of improper wrenches.

**Remedy:** Use colder plug and follow recommended procedure for handling and installation of plug.

**Cause:** Exhaust valve overheating, causing pre-ignition and abnormal temperatures in combustion chamber. May be due to insufficient tappet clearance, valve sticking in guides, valve warped or not seating properly for any reason, lean mixture, retarded spark.

**Remedy:** Reconditioning or (if necessary) replacement of exhaust valve. In some cases a compression check will bring out valve troubles very quickly. Proper adjustment of tappet clearance, mixture ratio and spark timing.

**Cause:** Excessive spark advance resulting in heavy detonation and overheating the spark plug to the point of pre-ignition.

**Remedy:** Check timing according to engine manufacturers' specifications. Check and, if necessary, recondition spark-advance mechanism in distributor.

**Cause:** Carbon in the combustion chamber forming incandescent spots and leading to pre-ignition.

**Remedy:** Remove carbon.

**Cause:** Inadequate cooling of the plug due to insufficient water in the system, clogged up radiator, improperly operating fan or water pump, sticking thermostat, obstructions in the water jacket, etc. In the winter freezing of the water in the engine block.

**Remedy:** Recondition cooling system.

3.—Blow-by: Blow-by between the plug body and the insulator



**THE Anthes LINE**








No. 570 Anthes Stop-Lite—with L-shaped universal mounting bracket. Overall 7 1/4" dia. Lens 6 1/4" dia. Large 2" letters, STOP, molded into red or amber lens on black background. Black enamel with stainless steel door. No. 570F for flush mounting requires 6" opening. Overall 9" dia. Installation depth 1 1/2".

**THESE** powerful new Anthes STOP-LITES will GO far in creating bigger and better business for you. Like all Anthes products, they are quality-built for years of service and satisfaction. It will pay you to carry . . . the Anthes line . . . the first and most complete line of highway equipment. Don't delay, write today for NEW Anthes catalog and price list. Anthes Force Oilier Company, Fort Madison, Iowa

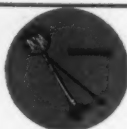
**No. 570F**



# Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest  
drivers on the road!



top is usually evidenced by the presence of grayish-black streaks on the insulator top just above the body. In most cases, plugs which show signs of blow-by are also badly burned.

Cause: Plug operates at abnormally high temperature. May be due to any of the troubles listed under two above.

Remedy: Same as for plugs badly burned (see two).

Cause: Careless handling or use of improper wrenches resulting in damage to the plug.

Remedy: See proper procedure in installing and removing plugs.

4.—Oxide deposits: After prolonged operation at high speed or under heavy load, plugs will frequently show a rusty-brown oxide coating on the insulator firing tip. This oxide coating may in time interfere with the proper performance of spark plugs.

Cause: Certain types of fuel now on the market will cause these deposits.

Remedy: Periodic cleaning of the plugs.

5.—Carbon deposits: The presence of a black coating on the insulator firing tip (or of carbon accumulations between insulator nose and shell) indicates that the plug is partially or completely fouled. A temporary remedy may be obtained by cleaning the plugs. However, to maintain consistently good performance, the trouble should be cured at its source.

Cause: Plug is too cold for this application. Mixture is too rich.

Remedy: Use hotter plug. Readjust or recondition carburetor and, if necessary, the complete fuel supply system. Be sure the air cleaner is not clogged.

Cause: Engine is pumping oil due to worn cylinder bores, defective piston rings, or the use of an oil too thin for this particular application.

Remedy: Recondition engine. Use oil of proper viscosity. At times it is difficult to determine from the appearance of the plugs whether the trouble is due to an over-rich mixture or to oil pumping. In such cases, a compression check should be made on all cylinders of the engine. If the compression is uniformly good, an over-rich mixture is responsible. Otherwise, oil pumping is the source of trouble. In some instances, the insulator firing tip presents a clean appearance, but

carbon accumulations are formed on the inside of the shell. This indicates that the engine is either pumping oil or operating on a rich mixture, but the plug is sufficiently hot to burn carbon deposits off the insulator firing tip.

After this talk, Joe selected the set of plugs for this particular vehicle giving the trouble; he also supervised the installation, being sure that the plugs were properly torqued. It all sums up to this:

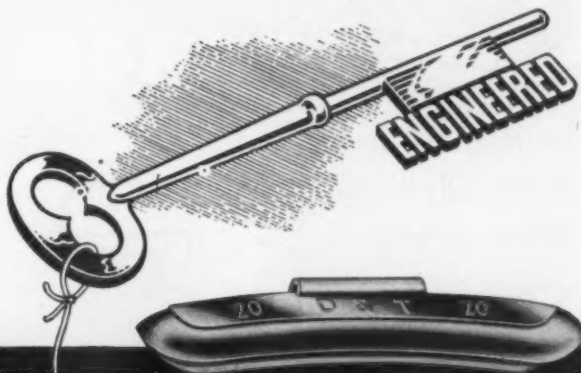
A little careful "know-how" is a MUST!

## West Palm Beach Dealers Name Thurston Brooks

THURSTON Brooks of Thurston Brooks, Inc., has been elected president of the Automobile Dealers Association of West Palm Beach, Fla. William Parker of Gulf Stream Motors, Inc., was named vice-president and Fred O. Dickinson, Jr., was elected secretary-treasurer.

Elected to the executive committee were Austin F. Young, Sr., and Ed H. Cochrane.

## The Key to the Difference



### WHEEL WEIGHTS of DISTINCTION

Although all Wheel weights may look alike THE KEY TO THE DIFFERENCE is the Engineering, Development, and Quality control behind the D & T Line.

SEE YOUR JOBBER OR  
WRITE FOR CATALOG



TURNER Manufacturing Co.  
KOKOMO, INDIANA, U.S.A. 5

## Sell Service, Not "Specials"

(Continued from page 67)

So does an advertisement in the classified telephone directory. With newspaper and the directory, our total promotion comes to about \$125 a month.

It is impossible for me to know exactly what percentage of response is due to the different promotional means, but we do know that personal contact stands first, direct mail a good second and a minor percentage to newspaper

advertising. What do I mean by personal contact? And talking preventive maintenance? Here are a few examples:

A customer came in, had his brakes relined and in road testing his car, we noticed his clutch slipping. When he came in to pick up his car, we told him that if his clutch was not repaired, it could cut the flywheel. He allowed us to overhaul the clutch, which came to \$45. We pointed out that by taking care of this promptly, we were saving him \$25 to \$30.

We recently did a tune-up job and overhauled the distributor. In making the compression test, we came upon two weak cylinders. When the customer came in, we went over the trouble with him and described to him the kind of behavior he could expect of his car on the road. At the time he was not prepared to accept our recommendation, though we warned him of a sizable future bill if this was not taken care of.

Ten days later he reappeared. He reported that his car was behaving precisely as we had predicted. He let us do a complete motor overhaul as we had recommended in the first place.

### Advise Lube Jobs

We advise motorists to have their cars lubricated every 1,000 miles, at which time they should be given a visual inspection. We recommend a tune-up every 5,000 miles, and other precautionary services at the various mileages.

We find it good practice to invite our customers to stand around and watch our mechanics work. I believe people appreciate seeing work done on their cars. We encourage them to ask questions. We like them to feel that there is a reason for everything we do and that we have nothing to hide. It's all open for them to see and question.

One other caution our six mechanics impress on customers, as I do myself: "Don't look for trouble. If your car is running smoothly, and you know when it is, don't start thinking up services that ought to be done to it from which the car won't benefit. You'll know when the car should be brought in."

We have been following a policy of absolute integrity in servicing cars and a program of promoting preventive maintenance. It has brought us fine results and that is why I recommend it.

We opened shop in November, 1949. At the close of the first year we had a labor sales and parts volume of \$58,000. January, 1951, showed that we had doubled sales over January, 1950. By February, 1951, the books showed that we had trebled sales over November, 1950.

Now it is true that I have been servicing cars in Baltimore for over 30 years and have gained a wide following. But if I were to rest on my laurels, I am certain



Fox Powerchargers bring a new, fool-proof simplicity to battery charging. Just connect Powercharger to battery, turn current on. That's all! No time clock to set, Powercharger does the rest. Perfect job, automatically, every time.

### Safety Therment Control

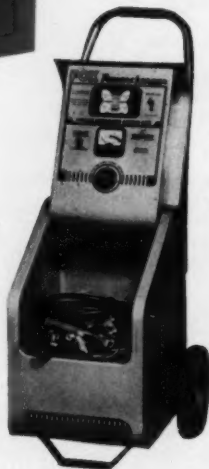
... a Fox "exclusive"

It detects and constantly reports battery condition to charger. If it is improperly used or accidentally removed, Powercharger cuts off automatically. Safety Therment, exclusive with Fox, has no moving parts, is virtually indestructible.

### Other features:

Compensated Cut-Off ... Dynamic Comparator Battery Test ... Automatic Trouble Light ... Fast or Slow Charging ... Full Year's Guarantee.

Wire or write Dept. F for full details



This model and other Fox Powerchargers are available with conventional electric timer control if desired.

## FOX PRODUCTS COMPANY

figures would not show the steady rise they have shown.

Our retail parts department reflects our constantly increasing volume. In the early weeks of '50 we were doing a negligible retail parts sales volume. Perhaps \$2 a month. We are now running a weekly volume of \$150 and have plans to expand this department to a larger space with double windows and an entrance right from the street.

If labor sales volume the first quarter of '51 is an index, we believe we may do a volume of \$120,000 this year. At least that is what we hope and are striving for.

### Incentive Pay for All (Continued from page 79)

how small it might be."

The inevitable question to Jackson when he discusses his plan is how much it has increased his sales.

It hasn't increased total sales any, but, more important, it has kept them from dropping in a period when he was unable to supply many of the items his trade wanted.

Jackson is wholly satisfied with that result. He believes it has strengthened him greatly to face possible greater difficulties, or, more happily, improved business conditions.

Anyway, he intends to keep it, and, if he possibly can, to enlarge it.

### Dodge Dealers Name Committee Heads

CHAIRMEN have been chosen by the 21 regional committees in the first election under the Dodge Dealers Advisory Conference. Chairmen of the regional committees, along with seven members appointed at large by Dodge, will comprise the national committee, which will hold regular semi-annual meetings.

Chairmen for Southern regions include: Atlanta, I. C. Pendarvis of Tampa, Fla.; Dallas, Albert H. Berry, Jr., of Houston, Texas; Greensboro, Russell B. Lentz of Spartanburg, S. C.; Kansas City, Charles H. Spencer of Wichita, Kan.; Memphis, William H. Sadler of Little Rock, Ark.; Oklahoma City, Stanley McDonald of Roswell, N. M., and St. Louis, Oliver C. Joseph of Belleville, Ill.

### Goodrich to Enlarge Oklahoma Plant

ANOTHER major expansion of the Miami, Okla., tire and tube plant of The B. F. Goodrich Co., the third since 1946, has been announced by Walter E. Head, plant manager.

Construction work, which will add 110,000 square feet of floor space, will be undertaken as rapidly as building materials are available, Head said. The plant, started in 1944 and completed in

1945, is currently employing 1,200 men and women.

### Ford Will Build Wings

Contracts to supply three major airplane builders with wing sections to be used on B-47 strato-jet bombers were being negotiated last month by Ford Motor Co., according to L. D. Crusoe, vice-president and general manager of the Ford Division. It was estimated that between 5,000 and 6,000 persons would be employed.

# NOW... BETTER THAN EVER!

# MONKEY GRIP



WITH  
FILLER TABS

DOES THE VULCANIZING  
PATCH YOU HANDLE  
HAVE THESE QUALITY  
FEATURES?

- ✓ New, improved 3-ply vulcanizing rubber. Strong, easy to use.
- ✓ New, faster-firing fuel board.
- ✓ Convenient Filler Tabs to plug the holes for strong, lasting repairs.
- ✓ Only 2 sizes fill all needs. cuts inventory in half.
- ✓ Repairs long splits as well as holes.
- ✓ Fits all Vulcanizing Clamps.

For over 35 years, Monkey Grip's reputation for top quality products has meant top profits and satisfaction for handlers and users. Today, as always, Monkey Grip products continue to lead in new features and improved quality. Get the complete Monkey Grip line of inner tube and tire repair materials — and other automotive rubber products.



The Original "BLUNT DIAMOND"  
VULCANIZING PATCHES

Attractive 3-color containers. Complete line of vulcanizing clamps for shop, garage and car.

Complete  
Catalog  
Available.  
Send for  
Copy.

## MONKEY GRIP SALES CO.

5320 HARRY HINES BLVD.

P. O. BOX 6173 • DALLAS, TEXAS



## GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



### Repairing Carburetors On Mercury Cars

**T**he carburetors on the 1950-51 Mercurys carry a brass gauze screen in the casting just above the gas-line connection. A brass cap fits into the top of the screen but is not attached solidly to it, being held in place by a coil spring just above.

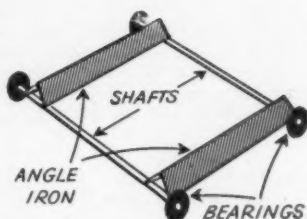
When working on these carburetors, it is essential to make sure the spring is in place. Otherwise

the fuel pressure will force the cap out of the screen and upward against a passage leading to the intake needle and seat. This obstructs the flow of fuel.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

### Making Cart to Remove Heavy Truck Duals

**I** MADE a cart for removing heavy truck duals from the following items: two pieces of 1½" angle iron about 18" long, two pieces of cold-rolled steel suitable for axle shafts and four used roller bearings for wheels.

Weld angle iron to shafts. Weld bearings to ends of shafts. This makes a cart that will roll truck

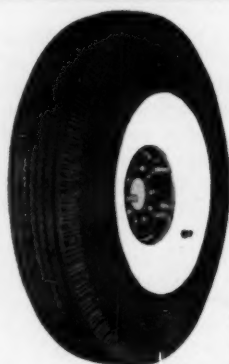


duals away from axle as easily as I have ever seen it done.—George T. Huff, Eunice, New Mexico.

### Using Timing Light On Covered Wires

**O**N CARS where spark-plug wires are covered on spark-plug connections, or on Buick side

## Enjoy Profitable Sales, in Volume, with MERCO Products!



### "MERCO" WHITE WALL WHEEL DISCS

Simulate hard-to-get  
White Wall Tires

Exceptionally good-looking, perfect fitting, and made to last. "MERCO" discs are beautifully designed, and precision built of heavy gauge steel—white enamel.

They're easy to install—discs snap securely into position behind hub clamps; they do not depend upon hub caps to hold them in place. "MERCO" discs do not have to be removed when changing tires. They fit snugly and will not rattle or make vibration noises. Easily cleaned with damp cloth.

Supplied in 4 popular models—to fit 15" wheels on Ford, Chevrolet, Plymouth and Dodge Cars, 1949-1951.

**A. H. MERAR CO.**  
2118 S. MICHIGAN AVE., CHICAGO 16, ILL.



### "MERCO" Rocket Fender Trims

The latest in car ornaments... add style and that much desired "new look" to any car. Beautifully designed—of die-cast metal (overall length 14") XXX Chrome plated.

MERCO Rockets will fit any car... come complete, ready for installation to fenders, hood sides, or fender skirts. Furnished in 2 models—Deluxe (with discs and rubber gaskets); and Standard (Rocket only, less discs and gaskets).

### "MERCO" Jet Trims

A "best seller" in car ornaments... many thousands of them are now in use. They materially enhance car's attractiveness, and their sleek, streamlined construction lends itself beautifully to today's trends in car design. MERCO Jet Trims are well made... XXX Chrome Plated. Easily installed, one model fits all cars. Set includes 6 rubber gaskets to protect car finish.



plates, these parts will not have to be removed to use a timing light equipped with needle in center of one clip.

The needle will pierce the wire when clip is closed. A discarded phonograph needle does a good job.—C. Kernaghan, 2324 Harris, Independence, Missouri.

### Detecting Defective Vacuum Advance

**T**O DETECT quickly a defective vacuum advance that is enclosed in distributor housing, as on most cars, use this method:

Remove distributor cap to watch plate. Operate starter with choke thoroughly closed and throttle open. If vacuum advance is all right, the plate will advance and return.—C. Kernaghan, 2324 Harris Street, Independence, Missouri.

### Removing Stuck Valve On L-Head Motor

**T**O REMOVE stuck valve on L-head motor without bending, remove valve keeper and spring. Lower tappet.

Build up between tappet and valve stem with wrench or small bolts and by turning motor over, push valve out.—C. Kernaghan, Bear Creek Garage, Independence, Missouri.

### Parts Rebuilders Begin Promotion Campaign

**T**HE Automotive Parts Rebuilders Association has begun a trade-paper advertising campaign to advise jobbers, garagemen and repairmen that exchange parts backed by members of the association are rebuilt to high standards and guaranteed for service.

Details of this and other activities may be obtained from Jack O'Sullivan, executive secretary, Automotive Parts Rebuilders Association, 1414 South Michigan Ave., Chicago, Ill.

### Leece-Neville Pictures History and Products

**A** 24-PAGE, illustrated booklet on the company and its products has been issued by The Leece-Neville Co., Cleveland, Ohio, manufacturer of electrical equipment for diesel, gas and gasoline engines. Manufacturing procedures and typical products are described and illustrated.

Copies may be obtained by request on company letterhead to The Leece-Neville Co., Cleveland 14, Ohio.

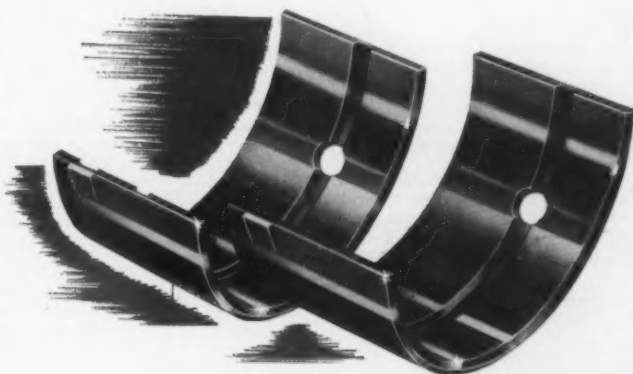
### Packard Doubles Suppliers For Defense Output

**P**ACKARD Motor Car Co. will more than double its number of suppliers as combined car, jet-engine and marine-diesel-engine production gets underway, R. R. Rees, director of purchases, announced last month. He estimated

that 2,500 suppliers will be required for the combined programs, compared with 1,100 which have been used for automobile-manufacturing needs.

Packard is a prime contractor with the U. S. Air Force for the production of General Electric's J-47 turbojet engine, the "Dash 23" version of which will power the Boeing B-47 Stratojet bomber.

The firm also holds a \$20,000,000 contract with the Naval Bureau of Ships for Packard-designed marine diesel engines.



## Master Engine Mechanics Prefer MONMOUTH

**T**ODAY'S cars are powered with the finest engines ever built.

For a great majority of these engines, master designers and makers specify and use CGB thin wall bearings.

When replacement becomes necessary, master engine mechanics maintain the standard of engine performance with Monmouth

Bearings. These bearings are identical in every detail with the original bearings. They excel all others in finish, in precision, in quality and in engineered performance\* at standard prices.

Efficient N.A.P.A. Jobbers coast to coast are anxious to give you Minute-Man service on your needs for genuine Monmouth Bearings.



Clutch Plates and Parts



Crank Pins



Ring Bolt Sets

\*NOTE: All eight cars finishing the 1951 Indianapolis Race used Cleveland 77 and Micro Engine Bearings.

All Monmouth Replacement Parts are engineered and precision made to safeguard the reputation of the master automotive mechanic and insure user safety and satisfaction.



**THE CLEVELAND GRAPHITE BRONZE CO.**  
REPLACEMENT SALES DIVISION  
6545 Carnegie Ave. • Cleveland 2, Ohio

# *Developed by Johns-Manville* **FLEET TESTED asbestos**

## **has set outstanding service records on taxicabs and commercial vehicles**

**T**HE development of Fleet Tested sets is another case in point where Johns-Manville's extensive research facilities have met the needs of the automotive industry for a specific friction product—a product which would solve a costly, troublesome problem for taxicab and commercial vehicle operators.

Fleet owners have stated, again and again, on the basis of actual mileage records, that J-M Fleet Tested Sets are the best linings ever developed for the hard, rugged daily wear, and the constant stop-and-go driving required of taxicabs and commercial vehicles.

J-M FLEET TESTED SETS—with their scientifically developed frictional characteristics—brought to fleet owners across the country a premium lining capable of giving thousands of extra miles of trouble-free life and wear. As a result, after extensive tests on one or two vehicles, whole fleets have been converted to J-M Fleet Tested Sets!

This reputation for quality and everyday dependability *plus* Johns-Manville's ability to successfully meet the ever changing needs of the automotive industry for new and better friction materials... is the kind of product reputation that keeps your customers sold on the Johns-Manville line and brings them back time after time!

—A complete and profitable line of J-M  
automotive brake and clutch friction materials

Wherever dealers and distributors find a need for a quality line of friction materials, they also find that the *complete* Johns-Manville line of automotive brake and clutch friction materials meets the need—a line that builds volume and satisfied customers.

—Johns-Manville provides you with a complete  
**BRAKE SHOE EXCHANGE SERVICE** with depots  
strategically located across the country

Now Johns-Manville offers you its new, expanded brake shoe service... providing even greater opportunities to jobbers and their dealers for building new sales outlets and greater profits! This new service gives you a dependable source of rebuilt and relined brake shoes, enabling you to offer fast efficient service without the necessity of carrying large inventories.

With this efficient brake service, you are equipped to supply your customers with the best of materials applied by skilled mechanics under careful inspection and ideal factory conditions. This new J-M service is fast, economical, and insures top quality relining with both riveted and bonded-on linings.

—Intensive, nationwide customer promotion campaigns  
support your selling efforts... week after week!

These are the times when dependability of your source of supply really counts! It will pay you to look into the Johns-Manville Franchise to see how many advantages it offers. Write today for full details. Address Johns-Manville, Box 290, New York 16, New York.

### **J-M 4 STAR SETS**

These sets are made of a special, high-grade asbestos, bonded with a special resin. They are the most balanced, most uniform, most reliable, most economical... for safety, stopping power.

### **J-M CLUTCH FACINGS**

A complete line of clutch facings, including a special, high-grade asbestos, bonded with a special resin. They are the most balanced, most uniform, most reliable, most economical... for safety, stopping power.



# **Johns-Manville** *asbestos*

*Research...*  
**brake lining**

**IT'S ASBESTOS...**

**...IT'S FLEET TESTED**

**J-M WIREKLAD**

Developed with a special wire  
and asbestos blend fabric,  
"Wireklad" sets the highest  
standards of performance for U.S.  
friction material. Better  
performance, high resistance to  
wear, excellent handling  
properties, that's why it's  
the best.

**J-M BRAKE BLOCKS**

For heavy duty trucks,  
buses and vans.  
Exceptionally high wear  
resistance, built to last.  
For high speed use, the  
J-M Brake Block is the  
standard brake shoe.

**The Johns-Manville Research Center at Manville, N. J.,**  
the world's largest laboratory devoted to asbestos  
products. Year-in-and-year-out research has produced  
many famous Johns-Manville automotive "firsts"...  
your best assurance that the Johns-Manville friction  
material line will continue to stay out in front in  
quality and performance.

# FRICTION MATERIALS

## Check Shows Defects (Continued from page 64)

Kirkman praised the Florida Automobile Dealers Association and the Inter-Industry Highway Safety Committee for their cooperation during the drive.

Plans are already being made for a much larger safety-check drive next year. Kirkman is of the opinion that the more vehicles checked and the more defects found, then the more drivers will head for a shop and corrective

action. Patrolmen expect to check over 200,000 vehicles in 1952, compared with 139,113 this year and 97,047 in 1950.

A new item will be added to next year's check list. It is the mechanical direction signal, which was recently given the same legal status as a human-hand signal in Florida.

One reason suggested for the number of defects was the high cost of living.

"It could be that people are putting off getting minor repairs

just because they don't have the money right now," Kirkman said. "Heaven knows, we keep preaching safety enough to put it across to the driving public."

Ever since safety-minded Governor Fuller Warren was inaugurated two and one-half years ago, Floridians have been bombarded from every angle with safety talks.

Warren has repeatedly said that if he can just decrease the number of lives lost on the highways and nothing else, he will consider his administration a huge success.

Apparently the drive is paying off. For the first half of 1951, Florida was one of 15 states showing a decrease in the number of traffic fatalities from the corresponding period in 1950. The state had 449 deaths this year, compared with 476 in the first six months of last year.

## North Carolina Trucker Tries Smaller Units

**T**HE McLean Trucking Co., Winston-Salem, N. C., has converted its entire fleet of over-the-road tractors from 200-horsepower diesels to 133-horsepower diesels, it has been announced by Malcolm P. McLean, president.

McLean said he made the switch in order to achieve lower operating and maintenance costs while getting 15 per cent more payload per unit through the decrease in vehicle weight.

The fleet, which operates through Southern and eastern states from Atlanta to Boston, is composed of 287 GMC "650" diesels, of which 235 have sleeper cabs. The diesels have rear-axle capacity rating of 19,000 pounds and are designed to handle gross combination weights in the 55,000-pound range.

McLean estimated that he could get approximately 3,500 pounds more payload per unit by using the equipment. He disclosed that he was keeping a continuous cost record on each piece of equipment, which will travel an average of 120,000 miles annually.

## Bowe Heads Ford Exports

Nelson F. Bowe has been named sales manager of Export Operations of Ford Motor Co. He has been with the firm 28 years and has worked in various territories, including the Louisville, Ky., area.

## IT'S SAFETY ALL THE WAY WITH SPEAKER MATCH PATCHES



When you sell Speaker Match Patch repairs, you're selling SAFETY! Once applied, Match Patches stay put. They're permanently bonded to the tube . . . actually become part of it. Strip fusing assures quick ignition. FLIP EDGE Protective Backing pulls off fast and clean. No picking, no fumbling . . . no chance of repairman's fingers touching rubber. Available in regular and giant DIAMOND, regular and giant ROUND, regular and giant OVAL. There are no substitutes . . . insist on Speaker Match Patches.

- ★ THEY'RE MOISTURE TIGHT!
- ★ THEY'RE QUICK TO LIGHT!
- ★ THEY VULCANIZE RIGHT!
- ★ THEY'RE PRICED RIGHT!

Four-Way Sealed Serve-and-sell packaging assures Match Patch factory freshness up to moment of use. Wax laminated double cellophane packets keep each patch moisture tight. Water repellent unit package and master carton further add to Match Patch dependability.



## STREAMLINE YOUR SERVICE WITH A V-65 VULCANIZER OUTFIT

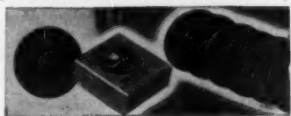
The modern, different, fast acting vulcanizer for all Match Patch and replacement valve installations . . . Predetermined pressure, no guesswork . . . Toggle action correctly dishes patch pan on tube — locks in place for feather-edged repair . . . Rubber pressure cushion provides correct counter pressure. Includes ample Match Patch units for 61 top-quality repair jobs. Your cost: \$12.00 — Your Service bonus: over \$80.00!



## WHEN YOU REPAIR THE TUBE, REPAIR THE TIRE TOO



**SPEAKER CASING PATCHES** are built like tires. Criss-cross cord construction for tough service. Feather edged. Normal road heat permanently welds patch to casing.  
**SPEAKER RUBBER RIVETS** seal nail holes in casing against moisture—prevent fabric rot resulting in blowouts. Rivet flexes with tire, cannot unbalance tire or pound.



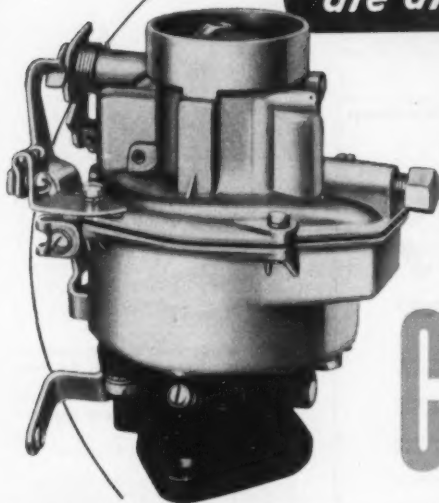
J. W. SPEAKER CORP., 3059 N. Weil St., Milwaukee, Wis. USA

**DISTRICT REPRESENTATIVES — Iowa, Missouri, Kansas and Nebraska:** Robert O. Dickey Co., 8101 Lee Blvd., Kansas City, Mo.; **West Virginia:** E. L. Dye Co., 57 E. Main St., Norfolk, O.; **Delaware and Maryland:** Bert Reeves, 1126 Cathedral St., Baltimore 1, Md.; **Kentucky:** Spindler's Sales Co., 3640 W. 16th St., Indianapolis, Ind.; **Arkansas, Louisiana, Oklahoma and Texas:** H. A. Whaley, P. O. Box 8186, Dallas, Tex.



*Here's the BIG market...*

**9,000,000 CHEVROLETS**  
*are driven by prospects for*



# ROCHESTER CARBURETORS

**ROCHESTER CARBURETORS NOW  
ORIGINAL EQUIPMENT ON  
THESE GREAT CARS**

**CHEVROLET**

1930-1951 models

**OLDSMOBILE**

1949-50-51 models

**PONTIAC "6"**

1951 models

**Get Your Rochester Carburetor Display Now**

Just order a small assortment of Rochester Carburetors now and you'll also receive an attractive display and window streamer to sell Rochester Carburetors for you. Call your distributor, or write us, today.

**And you can serve this tremendous market by stocking  
just two models of the great Rochester Carburetor!**

Why fight for your share of new carburetor sales when it's so easy to sell the famous Rochester Carburetor? The 9,000,000 owners of Chevrolets built between 1932 and 1949 can now have the Rochester Carburetor installed. It's the same carburetor—providing the same performance—that is part and parcel of the 1951 Chevrolet! And, naturally, owners of older Chevrolets want 1951 performance when they have a new carburetor installed. Thus, to sell Rochester Carburetors, just display them . . . tell your customers about them . . . and the sales are yours!

#### Look at the Advantages Rochester Carburetors Offer

- No fuel loss on any incline.
- Smooth acceleration on turns—at any speed.
- Easier starting in hot weather.
- Continuous fuel flow.
- Power mixture readily available.
- Acceleration—hot or cold.
- No metering adjustments.
- All metering parts in cover.
- Permanent idle tube.

**ROCHESTER CARBURETORS—A UNITED MOTORS LINE**

Available everywhere through

**UNITED MOTORS DISTRIBUTORS**



**ROCHESTER PRODUCTS**

**DIVISION OF GENERAL MOTORS CORPORATION, ROCHESTER, NEW YORK**

## 100—Silicone Remover

Formula 29 remover for silicone polishes and waxes has been announced by Liquid Glaze, Inc., Lansing 6, Mich. It is said to prevent "fish eyes" and other imperfections in paint jobs caused by silicones not being removed before refinishing.

Want more information? Use coupon on page 127 and you'll get it!

## 101—Plug Tester

A portable tester that tests plugs and coils in the car has been placed on the market by WorkRite Products Co., Dept. P, Glendale, Calif.

The tester weighs 1¼ lbs. and re-

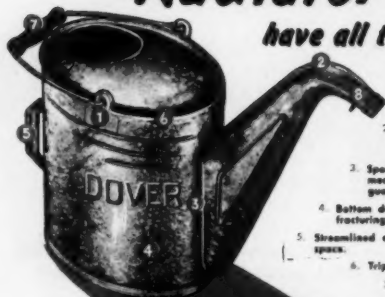


# New PRODUCTS AND CATALOGS

quires no outside source of energy, a company announcement stated. After testing with plugs on the car, adjust-

## New Dover Oval Radiator Fillers

have all these features:



1. Only oval filler engineered and designed for all '51 models.
2. Longer "Giraffe Neck" spillproof spout drains quickly to very base of filler.
3. Spout fused against body without seams means one-piece construction that's guaranteed leakproof.
4. Bottom deep recessed to prevent denting or fracturing.
5. Streamlined contour takes up less pump island space.
6. Triple extra heavy, Hot-Dip galvanized.
7. Comfortable, oversized enameled wood grip and ball handle.
8. Re-enforced spout rest lug.

**Now a complete line of Radiator Fillers by the only manufacturer of both Oval and Round types.**

Dover, the World's original manufacturer of automotive equipment, offers, as it has since the first automobile, prompt delivery of complete automotive equipment. Buy from a basic complete line manufacturer that Hot-Dip Galvanizes its fillers, rather than from those who act as jobbers. Write for Catalog No. 36 today.



No. 636—Your choice of rigid or (No. 143) drop ball handle type ROUND fillers.



No. 646—New Oval Space Saver pour spout, neck diameter permits 30% greater flow. Saves handling and filling time.

KNOWN THE WORLD OVER

## DOVER STAMPING CO.



ment or installation of new plugs can be done in accordance with the needs for that particular vehicle.

Want more information? Use coupon on page 127 and you'll get it!

## 102—Body-Repair Guide

A guide for automobile body repair and painting has been issued by Refinishing Materials Division, Briggs Manufacturing Co., 3001 Miller Ave., Detroit 11, Mich.

The illustrated book is pocket size for convenience. It contains chapters on terminology, techniques and many time-saving short cuts. There is a subject index for quick reference. Price is \$2.

Want more information? Use coupon on page 127 and you'll get it!

## 103—Solderless Connectors

An assortment of "Wiry Joe" solderless connectors for primary wire from No. 20 through No. 10 AWG has been announced by Crescent Co., Inc., Pawtucket, R. I.

The kit includes plastic insulation sleeves and installing tool. The plastic display case is marked for quick identification and has 12 compartments for terminals.

Want more information? Use coupon on page 127 and you'll get it!

## 104—Power Sockets

A complete line of precision-broached power sockets, in regular length with double-square sockets for ½" drive, has been announced by Bonney Forge & Tool Works, Allentown, Pa.

To take care of bolts that run longer than normal length of nut, single-hexagon, bolt-clearance-length sockets are available in ½" and ¾" square drives. Sockets are made from selected alloy and are heat treated.

Want more information? Use coupon on page 127 and you'll get it!

### 105—Pedestal Press

A pedestal press for use with its Power-Twin hydraulic puller has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The portable press has a base measuring 20" by 21". Mounting a strong, open-throat press plate, it provides wide vertical adjustment for pushing or pulling jobs. It may be used for removing or installing pinions, bearings, gears, shafts and bushings, a company announcement stated. Unit OTC Y-102 includes pedestal and press frame. Other accessories are also available.

Want more information? Use coupon on page 127 and you'll get it!

### 106—Lightweight Welder

Model 25A Shop-King welder, a lightweight, portable model with six heat stages, has been placed on the market by Precision Welder Manufac-



turing Co., 660 W. Grand Ave., Chicago, Ill.

It welds metals 24 gauge to 3/16" thick and handles rods 1/16" to 1/8", a company announcement stated.

Want more information? Use coupon on page 127 and you'll get it!

### 107—Tool Bulletin

A manual titled "Special Service Tools for Quick Service Operations" has been issued by Kent-Moore Organization, Inc., Detroit 2, Mich.

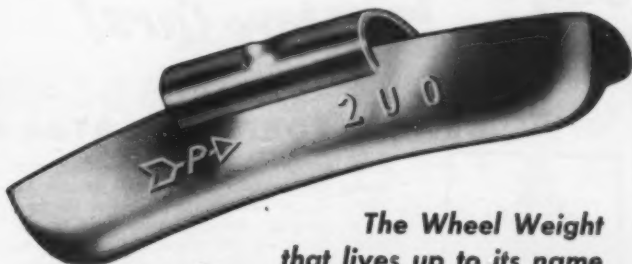
Among the tools described in the illustrated bulletin are: Powerglide-Dynaflow oil-changing set, automatic tire inflator, multi-purpose reverse-flush gun kit, cooling-system leak detector, brake bleeder and filler and precision torque wrenches.

Want more information? Use coupon on page 127 and you'll get it!



...Where  
**BALANCE**  
is needed!

**PERFECT**  
WHEEL WEIGHTS



The Wheel Weight  
that lives up to its name



#### •"U" TYPE—

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

#### •"C" TYPE—

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

#### •"SPECIAL" TYPE—

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.

**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars

### 108—Lining Catalog

A 64-page catalog of specifications and prices of its brake linings for all automotive applications has been issued by Grizzly Manufacturing Co., Paulding, Ohio. It includes size specification data on all FMS set numbers, as well as a time-saver section that tells in a single reference how each FMS set number may be serviced with drilled or undrilled segments.

Want more information? Use coupon on page 127 and you'll get it!

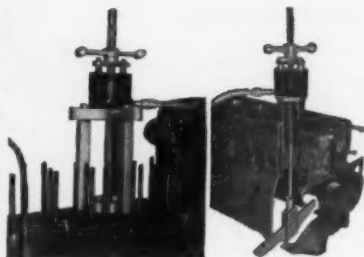
### 109—Sleeve Set

A sleeve-pulling and installing set for use as part of its Power-Twin hydraulic

pulling system has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The set is said to pull and install cylinder lines on more than 200 makes and models of trucks, tractors and power units. The OTC puller is adjustable to center over bore and to provide clearance over cylinder - head studs. It removes and installs sleeves from 3" to 6" without damage or distortion, the manufacturer stated. Illustration shows how the unit can be used to remove and install sleeves, either the wet or dry type.

Catalog 97-A, describing the set is available from the manu-



REMOVING SLEEVE

INSTALLING SLEEVE

facturer, the announcement stated.

Want more information? Use coupon on page 127 and you'll get it!

### 110—Machinists' Vises

An improved line of malleable-iron machinists' vises has been announced by The Columbian Vise & Manufacturing Co., 9021 Bessemer Ave., Cleveland 4, Ohio.

A graphite-bronze, self-lubricating thrust bearing is placed at the front of the sliding jaw to absorb thrust of the steel screw head and provide easy and positive operation, a company announcement stated. Steel-ball handle ends are forged from the handle stock. Tool-steel jaw faces of "T" section design are pinned into the castings. Standard sizes with 3" to 8" jaw widths are available.

Want more information? Use coupon on page 127 and you'll get it!

### 111—Pump Catalog

A 56-page miniature catalog on its line of gasoline pumps, Eco Tireflators, Island air-water units and small dispensing pumps has been issued by Bennett Pump Division, John Wood Co., Muskegon, Mich. The pocket-sized booklet has a picture thumb index for quick reference.

Want more information? Use coupon on page 127 and you'll get it!

### 112—Steam Cleaner

An automatic steam cleaner that is gas fired and has a capacity of 180 gallons an hour has been added to the line of Chem-Therm Manufacturing Co., Shamrock and Evergreen Sts., Monrovia, Calif.

Model XLA has two guns with instantaneous shut-off and control at each nozzle to save gas consumption and cleaning compound. It is recommended by the manufacturer for both large and small car laundries, according to the announcement.

Want more information? Use coupon on page 127 and you'll get it!

### 113—Front-End Chart

A wall chart on front-end service has been published by Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Missouri.

Measuring 41" by 43", it contains exploded group illustrations on cars, with kit numbers, coil-action parts and king-bolt kit shown.

Want more information? Use coupon on page 127 and you'll get it!



**Only 3 Models  
Service More Cars!**

## AMERICAN BOSCH GENERATOR REGULATORS



### AMERICAN BOSCH IGNITION COILS

The precision characteristics of these famous Coils are the result of exacting design and manufacturing techniques gained from more than 40 years' experience in the production of automotive electric equipment.

When you stock and sell Generator Regulators bearing the American Bosch name, you can be certain you are offering your customers the best money can buy. The temperature compensated design and rugged construction of these precision, 3-element units are the result of years of experience in building millions of Regulators for original automotive equipment. Naturally, they offer many exclusive features that deliver their long service life and stability. Yet, American Bosch Generator Regulators are competitively priced for volume sales! Only 3 models cover installation requirements for most of the popular cars. Ask your Jobber!



# American Bosch

MAGNETOS • GENERATORS • VOLTAGE REGULATORS • IGNITION COILS  
ELECTRIC WINDSHIELD WIPERS • DIESEL FUEL INJECTION EQUIPMENT

AMERICAN BOSCH CORPORATION • SPRINGFIELD 7 • MASS.



# NEW FEATURES!

## COLOR-CODED WIRES

— for instant,  
fool-proof  
identification

## SNAP-IN TIPS

— for quick  
connection of  
wire terminals

## GUARANTEED ALL-WAYS FOR THE LIFE OF THE CAR:

- Guaranteed positive self-cancellation every time
- Guaranteed not to slip
- Guaranteed not to require readjustment
- Guaranteed burn-out proof
- Guaranteed no wheel drag

— for the life of the car

NOW — the most beautiful, most dependable turn signal on the market is also the easiest to install! With the new snap-in tips and color-coded wires, installation time is greatly reduced. Order the new and improved Yankee conversion kits and switches today. Send for catalog. Yankee Metal Products Corp., Norwalk, Connecticut.

# YANKEE

STATE APPROVED

## directional TURN SIGNAL CONVERSION KIT

with the positive  
SELF-CANCELLING  
SWITCH

**YANKEE MILEAGE-MINDED ACCESSORIES**



## 116—Terminal Lifter

No. 177 battery-terminal lifter and scraper, with powerful leverage for badly frozen or corroded terminals, has been introduced by Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

A special release joint separates the tool into two pieces. One section has a serrated nose for cleaning inside of



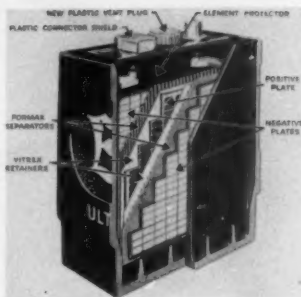
terminals and the other has a sharp jaw for scraping plates.

Want more information? Use coupon on page 127 and you'll get it!

## 117—Battery

The Exide Ultra Start battery, said to give many more years of service than previous batteries, has been developed by The Electric Storage Battery Co., Allegheny Ave. & 19th St., Philadelphia 32, Pa.

Silvium, a corrosion-resisting grid metal made of lead, silver and other components, is an important factor in increasing the life of the battery. A high-capacity active material, an electrolyte with low specific gravity and



Formax plastic separators are other innovations. Rectangular slots in the connector shields provide access for voltage checks and double-baffle vent plugs are said to prevent loss of electrolyte.

Want more information? Use coupon on page 127 and you'll get it!

## 118—Condensers

Three heavy-duty condensers, fully soldered and hermetically sealed, have been added to the line of F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago 51, Ill.

The Filko "fat boy" condensers, as they are called, have heavier insulation and impregnation to withstand higher temperatures under long, open-throttle operating conditions. The units are individually calibrated for high-speed, medium-speed and low-speed heavy service.

Want more information? Use coupon on page 127 and you'll get it!

## 119—Key Cutter

A portable key-cutting machine, designed to duplicate automobile and truck keys by code number, with or without a pattern key, has been announced by Kent-Moore Organization, Inc., General Motors Building, Detroit 2, Mich.

The device is mechanical with no grinding wheels or motors. It is said to be simple to operate. A key-code book, depth and space discs, decoding gauge and key rack plus 20 dozen key blanks are included with the machine.

Photograph shows machine secured to bench. Inset shows depth and space discs, decoding gauge and key blank.

Want more information? Use coupon on page 127 and you'll get it!



REPLACE • REPAIR • REBUILD WITH...

# KEM Prefitted ignition parts

MODERN HIGH compression motors demand the precision balance that Kem engineering builds into KEM PREFITTED Ignition Parts. Backed by 33 years of experience in manufacturing high speed and heavy duty ignition parts, KEM PREFITTING is a series of precision tests that assures an easy and exact fit.

## KEM CABINET ASSORTMENTS

### FOR EASIER SALES

Contained in the merchandiser illustrated herewith is one of Kem's assortments of Prefitted ignition parts — a complete balanced assortment for every need. A feature of Kem Cabinets is the "Inventory Control" ★ where grouping of kindred parts allows instant accessibility. All parts are individually boxed and constantly in sight. It tells at a glance what is on hand and what to reorder. Remove any box and its part number shows clearly on card until replaced. Stock is always active, always neat and attractive. Adjustable aluminum dividers keep boxes in place.



MANUFACTURERS OF FUEL & VACUUM PUMPS  
WITH THE FAMOUS

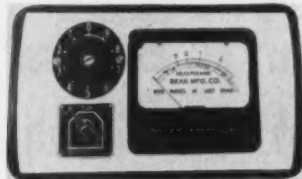
*Lifetime* BUNALON  
DIAPHRAGM

KEM MANUFACTURING  
COMPANY, INC.  
FAIR LAWN, NEW JERSEY

## 120—Wheel Balancer

The "Perfect 36" wheel balancer, featuring a full-view dial mounted in a recessed panel with two other controls that give four-way balancing, has been added to the line of Bear Manufacturing Co., Rock Island, Ill.

Dial with sweep hand shows amount of unbalance and indicates speed at which the unbalance occurs. The speed



indicator also shows balance at speeds up to 100 m.p.h. after proper weights are applied. An automatic spark actuates dial that shows position of unbalance dynamically. A hand control knob that can be set for 600, 700 or 800 size tires and wheel assemblies improves accuracy.

Want more information? Use coupon on this page and you'll get it!

## 121—Light Shield

An improved Projecta-Lite shield for automobile and truck headlights, designed to reduce headlamp glare and to prevent light-spill by directing the beam downward, has been placed on



the market by Vision-Visor Corp. of America, 831 S. Wabash Ave., Chicago 5, Ill.

The clear "bulls-eye" in the center concentrates and magnifies the light on the road ahead, according to the manufacturer, and the amber plastic of the shield diffuses glare and aids in penetrating fog.

Want more information? Use coupon on this page and you'll get it!

## 122—Metal Snips

Metal snips with a compound-leverage design to give more cutting power with less effort have been added to the line of Bonney Forge & Tool Works, Allentown, Pa.

Drop-forged, chrome-vanadium steel jaws are serrated to provide sure grip. Spring-actuated jaws are 2½" long and over-all length of snips is 9¾". Three models are available: for right-hand cutting, for left-hand cutting and universal model for right or left cuts.

Want more information? Use coupon on this page and you'll get it!

Please send me additional information on the following New Products described in the August, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ Postal Zone \_\_\_\_\_ State \_\_\_\_\_

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,  
806 Peachtree St., N.E., Atlanta 5, Ga.

© 1951 RITESET MFG CO.



"...no, just tighten 'em up a little."

You've probably met up with this fellow already... the sales resistor type that wears 'em right out through the drums before buying a new job.

Best way to sell him (and lots of others, too) is to tell about RiteSet long lasting lining. You'll be surprised at the results.

Only trouble is you will probably have to buy a new wheelbarrow to carry your extra profits to the bank. Try it.

P. S. Be sure and ask your Jobber about the new RiteSet "ELEC-TREAT" compounding process and how it produces unequalled factors of (1) high friction + low wear (2) fade resistance (3) oil-water repellence.

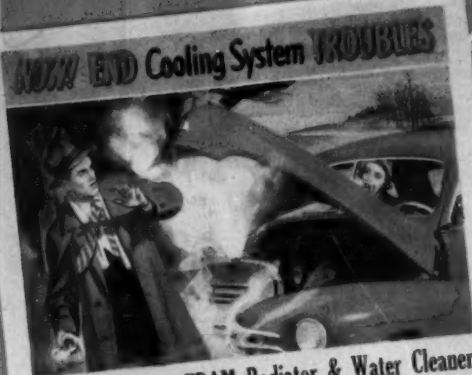


**RiteSet**  
MANUFACTURING CO.

HOME OFFICE AND PLANT  
2435 Enterprise Street  
Los Angeles, California  
RiteSet products are sold thru Jobbers

RITESET WAREHOUSES ATLANTA BOSTON CHICAGO DETROIT HOUSTON  
MINNEAPOLIS PHILADELPHIA RICHMOND SAN FRANCISCO SEATTLE

This advertisement appearing in LIFE, March 1961 brought floods of inquiries on Fram's Radiator & Water Cleaner—starts another Fram Sales Article national for you!



**Sensational New FRAM Radiator & Water Cleaner**  
Eliminates Major Causes  
of Engine Overheating

STOPS RUST — STOPS SCALE — REMOVES PARTICLES

These serious facts prove Radiator Scale, Water Scale, Rust, Sludge, Dirt, and other contaminants are the major causes of engine overheating. And it's better to prevent them than to repair them.

By not making the investment of a few dollars in the original treatment of a car's cooling system, a car owner can avoid the expense of a major repair bill and the trouble of a long drive home with a broken-down car.

That's why the new FRAM Radiator & Water Cleaner is the only one that can and does prevent engine overheating. It's the only one that can and does prevent engine overheating.

That's why the new FRAM Radiator & Water Cleaner is the only one that can and does prevent engine overheating. It's the only one that can and does prevent engine overheating.



**FRAM**  
All - Air - Fuel - Water  
FILTERS

**NOW!** Start an Endless  
Chain of Profits with  
the NEW

**FRAM**  
**RADIATOR**  
**& WATER**  
**CLEANER**



Authorized  
Dealer Dealers



Dramatic National Advertising

# Just as Fram F-4 Filter sales built the biggest single cartridge market for Fram C-4....so the sensational FRAM FR-10 Radiator & Water Cleaner gives you a chance to build another sales miracle on CR-10 Cartridges!

Your market for this red-hot product is bigger than it ever was for Oil Filters! The need for cooling system protection is vital (over \$100,000,000 annually is spent for labor and parts on cooling system repairs alone). The Radiator & Water Cleaner is a "natural" for passenger cars, trucks and tractors. Installation and cartridge change are quick and easy.

It's the same (only bigger) Fram profit story for you—every sale of a Fram Radiator & Water Cleaner starts an endless chain of repeat sales for Fram replacement cartridges.

And, to help boom this promotion into another sales miracle—Fram launches this all-out advertising and merchandising campaign to help you to big sales, bigger profits this fall. Don't delay another minute—get complete details on the promotion from your Distributor now!

**Fram Launches Powerful  
Program on Complete Cooling  
System Protection**

Billboards from Coast to Coast





## More New Products

(Continued from page 127)

### 123—Grille Lamps

Fog or auxiliary lamps to replace the dual spinners in the 1951 Ford grille have been announced by Do-Ray Lamp Co., Inc., 1458 S. Michigan Ave., Chicago 5, Ill.

Ball-and-socket type bracket fits into spinner housing and focusing adjustment is made by a single bolt. Kits include two lamps with white or amber lenses and parts for installation.

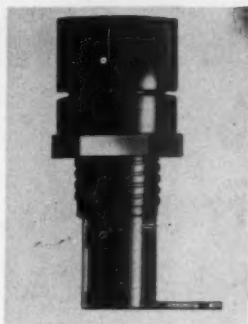
Emergency lamps with red or blue lenses are also available.

Want more information? Use coupon on page 127 and you'll get it!

### 124—Fuse Extractor

A fuse-extractor post for 3 AG fuses has been introduced by Littelfuse, Inc., 4757 N. Ravenswood, Chicago, Ill.

Over-all length of post is 1 11/16" and it reduces behind-the-panel distance 1". It is of high-impact Bakelite with leaf-spring tension lock in knob to reduce voltage drop between knob contact and fuse. Knife-edge bottom contact is said to cut through surface accumulation on fuse cap to assure low-resistance contact. There is



a hole for test prod at top of the knob.

Want more information? Use coupon on page 127 and you'll get it!

### 125—Mirror Visor

A plastic visor for rear-view mirrors that protects from direct sun rays and rain to give better visibility has been announced by Jim Robbins Co., 1555 E. Eight Mile Road, Hazel Park, Mich.

Want more information? Use coupon on page 127 and you'll get it!

### 126—Pump Catalog

An illustrated house and counter catalog on fuel-pump specifications for passenger cars, trucks, tractors and engines has been issued by the AC Spark Plug Division, General Motors Corp., 1300 N. Dort Highway, Flint 2, Mich.

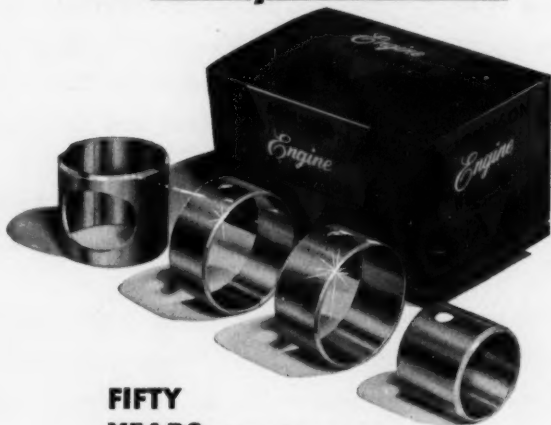
The catalog also contains a section on selling replacement fuel pumps.

Want more information? Use coupon on page 127 and you'll get it!

### 127—Spark-Plug Chart

A spark-plug specification chart that also shows proper method of installing and cleaning plugs has been issued by The Electric Auto-Lite Co., Toledo

## JOHNSON CAMSHAFT BEARINGS IN *Complete Sets*



### FIFTY YEARS

of research and experience have gone into the development of Johnson Bearings. These bearings are of the highest quality possible, made to precise dimensions, and ready for immediate installation. They assure car owners of the maximum in smooth, quiet, economical performance. Sell them in complete sets. It saves customers money—protects your reputation.

WRITE FOR CATALOG



1, Ohio, and is available through its distributors without cost.

The chart gives proper torque for tightening plugs, illustrates accessories and includes a type-equivalent chart.

Want more information? Use coupon on page 127 and you'll get it!



### 128—Undercoating

An underbody coating that is said to give a car anti-moisture seal and superior protection against rust has been introduced by Nox-Rust Chemical Corp., 2429 S. Halsted St., Chicago, Ill.

Marketed under the trade name "Fendix," the coating contains NR 508, a chemical that is said to make the coating adhere more closely to the metal. The coating is flexible to prevent cracking or separating. A thickness of 1/16" is enough for protection, the manufacturer stated. In addition to protecting against rust, it resists abrasion and absorbs sound. For maximum sound deadening, the manufacturer recommends double thickness.

Want more information? Use coupon on page 127 and you'll get it!

### 129—Valve Puller

A universal valve puller, designated the CJ-95, has been added to the line of Snap-on Tools Corp., Kenosha, Wis.

The tool will pull Ford valve assemblies, as shown in illustration, and also stuck valves up to 1 3/4" in head



diameter on cars and trucks. A swiveling action of the pressure screw in the yoke gives direct pulling of all valves regardless of angle, a company announcement stated. Yoke rests on two legs so it can be placed in operating position without interference from head studs.

### 130—Transmission Kit

The "All-In-One" transmission and drive-line repair kit, said to make a complete repair for many Chevrolet cars and pick-ups and GMC pick-ups, has been placed on the market by National Machine Works, Inc., P. O. Box 4305, Oklahoma City 9, Okla.

The kit consists of drive-shaft bushing and seal assembly, steel-ball housing with drive-shaft-housing repair unit and "universal" transmission-case ball seat. It makes it possible to reuse transmission case, drive shaft and drive-shaft housing.

The kit is packed in a sturdy fiber box. Installation instructions are enclosed in each package. Literature and price lists are available on request to the manufacturer.

Want more information? Use coupon on page 127 and you'll get it!

### 131—Mud Guards

A line of mud-guard truck flaps, in styles for trucks, trailers and quarter fenders, has been announced by Velvac, Inc., 3520 W. Pierce St., Milwaukee 15, Wis.

Special "center slot" construction of the rubber flaps minimizes the bad effects of cross winds, ice, snow and mud, a company announcement stated. The flaps are said to be lightweight so payload will not be reduced and to be tough and long lasting. A variety of sizes is available for different models. All mounting screws and washers are included with flaps. The complete line is being marketed under the "Cardinal" trademark.

Want more information? Use coupon on page 127 and you'll get it!

### 132—Sander-Grinder

The Master spindle sander and grinder, featuring a tilting spindle rather than a tilting table, has been introduced by Kindt-Collins Co., 12653 Elmwood Ave., Cleveland 11, Ohio.

The job on which the operator is working is always in a horizontal position. The spindle can be used oscillating or non-oscillating, can be tilted from 0° to 45° by a worm-and-gear unit and can be locked in desired position.

Want more information? Use coupon on page 127 and you'll get it!

## Richlite

### AUTO GAS DOOR GUARDS

**Custom Built Models for All Popular Cars**

Free Display Board is rigid all metal construction in three beautiful colors — red background with black on white trim . . . has easel for counter use and holes for wall mounting. Size approximately 18 1/2" wide x 12" high. (No. 800 Guard mounted on display will be charged for.)

**New!**

**For All Popular 1951 Cars**

**Immediate Delivery**

- Protects Fender Finish — Beautifies Car.
- Especially designed to fit each car.
- Easily installed — no hole drilling required.

Richlite Auto Gas Door Guards add rich chrome beauty to car and protect fender finish . . . made of No. 20 gauge steel and beautifully finished with the famous Richlite Triple Plate. Custom Styled to fit individual car. Write for catalog sheets illustrating our complete line of 13 numbers to fit most popular cars 1951 and prior.

No. 802  
Plymouth 1950-1951  
Chevrolet 1950-1951  
Dodge 1950-1951  
De Soto 1950-1951

No. 817  
Buick Special 1951  
Oldsmobile Super 88 1951

No. 800  
Raiser-Prager 1948-1950  
Oldsmobile 1947-1948  
Buick 1947-1950-1951  
(Except Special)

No. 819  
Raiser-Prager 1951

No. 848  
Packard 1948-1950-1951  
Chevrolet 1951

No. 815  
Hudson 1948-1951

No. 853  
Shelbourn 1948-1951  
Lincoln Mercury 1951

## Richlite

MANUFACTURING COMPANY

2226 INDIANA AVENUE • CHICAGO 16, ILL.

### 134—Spray Gun

A featherweight spray gun with a box-frame-designed gun body of aluminum alloy has been added to the line of The DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio.

Trigger action is smooth and a fingertip adjustment gives a wide selection of spray patterns for various jobs and materials. Type TGA, as it is identified, is designed for either suction or pressure-feed operation.

The nozzle has ball-and-cone construction and a special air baffle that is said to distribute air equally for uniform, extra-fine atomization. It requires about 4 or 5 cubic feet of air a minute at 40 lbs. pressure. Weight

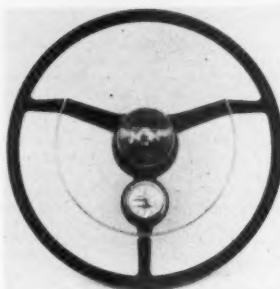
of gun is 13¾ oz. Handle is designed to reduce hand fatigue.

Want more information? Use coupon on page 127 and you'll get it!

### 135—Car Watch

A self-winding, 15-jewel car watch for its 1951 models has been announced by Oldsmobile Division, General Motors Corp., Lansing 21, Mich.

The watch is mounted on the steering wheel and movement of the wheel keeps it wound. It can also be wound manually by turning the flange around the face. One feature is a red arrow that can be set at departure time when leaving on a trip, giving an accurate



check on driving time.

Want more information? Use coupon on page 127 and you'll get it!

### 136—Electrical Tape

An electrical tape with Koroseal material has been placed on the market by The B. F. Goodrich Co., 500 S. Main St., Akron, Ohio.

The adhesive is non-transferring, a company announcement said, and can be pressed onto a dry surface many times without losing its stickiness. The tape reportedly has a dielectric strength of 8,000 volts, is waterproof and resistant to acids, oil, alkalies and abrasion. It is packaged in rolls 60' long, ¾" wide and .007" thick.

Want more information? Use coupon on page 127 and you'll get it!

### 137—Parts Catalog

A 182-page catalog on its line of motor and chassis parts for the "most referred to" passenger cars, trucks and tractors has been announced by Toledo Steel Products Co., 3300 Summit St., Toledo 11, Ohio.

The condensed catalog includes exploded views of front-wheel-suspension parts and chassis parts to assure accurate identification and quick reference. The condensed catalog is said to weigh 1½ lbs. less than the master catalog, making it easier to handle.

Copies of the catalog may be obtained from Toledo distributors.

Want more information? Use coupon on page 127 and you'll get it!

### 138—Shifting Guide

A gear-shifting guide that is said to provide an indicator of faulty performance in the ignition system also has been announced by Paramount Fabricating Co., Detroit 16, Mich.

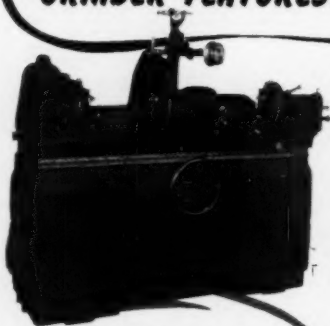
The Shiftometer, as it is called, is mounted on the instrument panel. For the driver to use gears to greatest advantage, all he has to do is select the gear that keeps the pointer on the electronic unit green, a company announcement stated. When installation is made, the unit is set to match the most efficient operating range on the individual vehicle.

The "flicker" of the pointer helps driver to detect bouncing breaker points, wrong dwell angle, weak condenser, worn distributor bearings and bad plugs, the manufacturer stated.

For diesel trucks, there is a special adapter available.

Want more information? Use coupon on page 127 and you'll get it!

## HAVE YOU CHECKED THE ADVANTAGES OF THESE OUTSTANDING CRANKSHAFT GRINDER FEATURES?



### No. 15 ONLY STORM-VULCAN CRANKSHAFT GRINDER

gives you ALL of these advantages which mean fast production, high quality work, ease of operation and economy. Send for full information today.

### KOTAFIN GRINDER ATTACHMENT

The original crankshaft finishing machine. Gives reground surfaces smoother, wear-resisting finish.



1. Double Action Table Traverse
2. Dual Cross-Slide Heads
3. Rapid Wheel Retraction
4. Heavy Box-Type Ribbed Base
5. Work Table Locked to Sub-Table with Tamsken Bearing
6. Heavy-Duty Super Precision Spindle
7. Hardened Ground Steel Strips on Headstock and Tailstock Base
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9. Controls Located for Operator Convenience
10. Dynamic Center Balance for Smooth Grinding

Write or wire today FOR NEW CATALOG with complete information on all these features.

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INCORPORATED  
2504 COMMERCE ST., DALLAS, TEXAS

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City

State

## News Briefs

(Continued from page 77)

ed and found to be in need of maintenance attention for safe vehicle operation.

Of trucks checked, 27.2 per cent were in need of service attention. Figuring prominently in the truck check were 15 per cent for rear lights; 10.4 per cent for headlights, and 9.8 per cent for brakes.

In one area a dealer found that on the basis of 100 post-war cars, 58 needed service attention. Of the same number of pre-war cars, 86 were in need of maintenance attention to one or more parts.

Included in the sample were 311,350 passenger cars and 47,800 trucks. On the basis of the highest check of each item, the following estimates of vehicles needing maintenance attention were derived: total cars—95,366 or 30.6 per cent. Total trucks—12,906 or 27.2 per cent. Total vehicles—

108,272 or 30.2 per cent.

Items checked, by type and the percentage of each to the total

number of parts in need of maintenance attention, are shown in the table below:

Items Checked	Passenger Cars		Trucks		All Vehicles	
Brakes	31,412	19.8%	4,629	13.2%	36,041	18.7%
Rear Lights	24,335	15.3%	7,144	20.3%	31,479	16.2%
Headlights	23,904	15.0%	4,945	14.1%	28,849	14.9%
Windshield Wipers	20,490	12.9%	3,276	9.3%	23,766	12.2%
Steering	16,625	10.5%	2,667	7.6%	19,292	9.9%
Exhaust System	12,869	8.1%	3,194	9.1%	16,063	8.3%
Tires	12,545	7.9%	1,700	4.8%	14,245	7.3%
Glass	8,461	5.3%	2,486	7.1%	10,947	5.6%
Horn	6,389	4.0%	2,519	7.2%	8,908	4.6%
Rear View Mirror	1,958	1.2%	2,581	7.3%	4,539	2.3%
TOTALS	158,988	100.0%	35,141	100.0%	194,129	100.0%

### Car Liability Rates Rise in Florida

Increased automobile liability rates went into effect in Florida last month because of "staggering losses suffered by underwriters in the last half of 1950 and the first few months of 1951," the State Insurance Department said.

Similar hikes have been under consideration in a number of other states.

The average increase in Florida is 30 per cent for private - passenger bodily injury, 20 per cent for private-passenger property damage and nine per cent for commercial bodily injury. There is no change in the commercial property-damage rate.

The automobile-insurance picture, particularly in the bodily-injury and property-damage lines, has been causing much concern to both the insurance industry and regulatory authorities, said Commissioner of Insurance J. Edwin Larson.

Shortly after the start of Korean hostilities, automobile loss ratios began to rise and the upward trend has continued at an accelerated pace, he said.



## Your Own Experience Tells You . . . The Thermoid Name Means Top-Quality

When you see the Thermoid name on brake lining it is your assurance that the brake job will be right the first time.

*It's the same with  
Hydraulic Brake Parts*

Always use genuine Thermoid hydraulic brake cylinder assemblies for complete replacement or Thermoid brake cylinder repair kits and parts for precision brake service.

# Thermoid

the standard of precision processing in brake lining; brake blocks; hydraulic fluid, cylinder assemblies; hydraulic brake parts.  
Thermoid Company • Trenton, New Jersey

## GM Book Gives Hints On Care of Trucks

**A**N INSPECTION of a truck undergoing severe service every 1,000 to 5,000 miles, depending on the type of service, and inspection of low-mileage units every 30 days are two of the recommendations made by GMC engineers in a booklet titled, "Tips to Truckers in the Emergency."

A detailed check list for preventative maintenance suggests that the chassis be lubricated and

many points examined for wear, looseness or misalignment.

The book is being distributed to truck owners by GMC dealers to help them prevent breakdowns and costly delays in their operations, it was announced by J. E. Johnson, general truck sales manager, GMC Truck & Coach.

The book includes discussions of such items as tuning the engine, lubricating the chassis, checking the generator, correcting wheel alignment, cleaning the crankcase ventilator and cleaning and overhauling the carburetor.

## Uniform Procedure Covers Maintenance and Repair

**A** UNIFORM procedure by which automotive wholesalers, car dealers, service stations, fleet accounts and independent repair shops, as well as other businesses, can obtain limited supplies of controlled materials and other materials for maintenance, repair and operating supplies has gone into effect under CMP Regulation 5. This also covers minor capital additions.

An allotment symbol MRO and a rating DO-MRO have been assigned for this purpose.

The allotment symbol RE and a rating DO-RE, established under CMP Regulation 7, may be used by automotive repair shops for obtaining controlled materials and other products and materials which are normally stocked and used for repair and service work.

## Sternberg Will Head Sterling Division

**W**ILLIAM G. Sternberg has been elected vice-president in charge of the Sterling Division of The White Motor Co., with headquarters at Milwaukee.

Sternberg had been president of Sterling Motor Truck Co., which has been acquired by White and will be operated as a division.

Ernest R. Sternberg has been named general manager of the division.

## Libbey-Owens-Ford Names Texan for St. Louis

**R**ALPH A. Prickett, who has been field representative at Dallas, Texas, for Libbey-Owens-Ford Glass Co., has been named district industrial manager at St. Louis. He succeeds William H. Radigan, transferred to Los Angeles.

Hugh M. McClellan, formerly distributor field representative in Kansas City, has succeeded Prickett at Dallas and will be both distributor and field representative for the firm.

## Buick Pumps the Water

A pumping station with a capacity of 12,000,000 gallons of water daily, enough for a city of 60,000, has been installed in the Buick Motor Division foundry at Flint, Mich., to circulate water through the air-conditioning system.

**Compressor won't take  
N.O. for an answer**

**( No Oil )**

*that's why the*  
**Westinghouse**  
**"Y"**  
*saves repair  
bills for you!*



When it's a question of lubrication, this Westinghouse "Y" Compressor won't take N.O. (No Oil) for an answer. If the crankcase says "No Oil" the "Y" Compressor says "No Air". It sticks to its demands, too—which is why users don't get stuck with big repair bills. In many busy garages or service stations, where compressor lubrication may be overlooked, this one feature is one of the best "life assurance" policies your compressor can have. NO OIL—NO AIR protection calls immediate attention to the oversight, which can be corrected before you have to pay expensive repair bills.

You'll find too, that the "Y" offers all the usual modern features—two stage compression, air cooled design, pressure lubrication, automatic pressure control—that mark any quality compressor, PLUS the three protection features listed at right. Finally, it's big,

### Only the Westinghouse "Y" gives you ALL THREE

**Low Oil Level Protection**—No Oil—No Air, bans wear and repair.

**Thermal Overload Protection**—Standard, at no extra cost, on the "Y".

**Starting Unloader**—Compressor remains unloaded till speed and oil flow are normal.

rugged and husky . . . designed and built to give you years of dependable service.

For extra assurance and economy, install the Westinghouse "Y" Compressor. They are available with displacements from 6.2 to 68 cfm. Motor capacities from 1½ to 15 hp.

## Westinghouse Air Brake Co.



Industrial Products Division—WILMERDING, PA.  
Factory Branch: EMERYVILLE, CALIFORNIA

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DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY  
DISTRIBUTOR IN CANADA: CANADIAN WESTINGHOUSE CO., LTD., HAMILTON, ONTARIO



## Tennesseans Will Hear Lloyd and Kefauver

**J.** SAXTON "Sax" Lloyd of Daytona Beach, Fla., and U. S. Senator Estes Kefauver of Tennessee will be two of the principal speakers at the convention of the Tennessee Automotive Association Oct. 14-16 at the Buena Vista Hotel, Biloxi, Miss.

Other speakers listed by Executive Vice-President David P. "Doc" Whelchel in a tentative program line-up include: M. Robert Deo, managing director of National Automobile Dealers Association; Fred Smith, vice-president in charge of industrial relations, William Powell Valve Manufacturing Co. of Cincinnati, and Alan Rude, vice-president, Universal C. I. T. Credit Corp. of New York.

A title-law forum is scheduled for Monday afternoon. Participants will include Judge Wirt Courtney, director, Motor Vehicle Division, Tennessee Department of Safety; Tvree Harris of the law firm of Walker and Hooker, and Whelchel.

Tuesday afternoon has been set aside for individual franchise meetings, Whelchel said.

### Be on the Lookout For "Checkers"

Dealers were warned by a bulletin from National Automobile Dealers Association last month to be on guard against unauthorized persons posing as investigators for the Federal Reserve Board. These men have tried to gain access to business records of dealers in the Philadelphia area and the racket may spread, NADA warned.

All authorized FRB investigators carry an identification card certifying their right to inspect records. They also carry personal-signature identification cards, which they are glad to show on request.

## Marylanders to Eat Crab

The annual crab feast of the Automobile Trade Association of Maryland will be held August 21 at the Hillendale Country Club, Towson, Md., Manager J. C.

"Cab" Darrell announced last month. A golf tournament and musical entertainment are other features.

## Six-Month Factory Sales Hit 3,889,851 Units

**F**ACTORY sales of motor vehicles totaled 3,889,851 units in the first six months of 1951, the Automobile Manufacturers Association announced late last month.

The total represented a slight increase over the 3,750,316 units

produced in the first six months of 1950. Included are cars, trucks and buses for U. S. military services, the AMA said.

Truck production for domestic use was 676,347 units in the first half of 1951, more than 80,000 units over the 1950 production for the comparable period.

Because of government materials restrictions, only 457,293 domestic passenger cars were built in June, as compared with 702,935 in June, 1950, it was stated.

NEW SERVICE-STATION DUTY

# Saf-Lift

MAKE MORE SERVICE CALLS PER MAN HOUR!

- faster to operate!
- easier to handle!
- quicker to position!
- larger-diameter lifting screw
- heavy-duty thrust-type bearing

This new, rugged Service-Station Duty Saf-Lift is especially suited to your stepped-up service requirements. It is designed for quick, efficient, on-the-spot service to save valuable man hours. Revolutionary "bipod" construction makes Saf-Lift easy to position and operate. It also features many heavy-duty advancements for extra strength and longer service-life.

Lighter-weight model for Car Owner Use is also available!

# AUSCO

*Jack*

Ask your AUSCO Jobber to show you this practical new Saf-Lift service jack—once you see it operate, you won't want to be without its time-and-money-saving features!

AUTO SPECIALTIES MFG. CO. • DEPT. S-48, ST. JOSEPH, MICH. • Other plants: Hartford and Dunbar Harbor Mich.; Windsor, Ontario, Canada

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Best in Field  
**HIRSIG**  
The Safe



**You can bank  
on the KING LINE  
for more money**



**IT'S THE  
COMPLETE LINE**

The KING QUALITY  
jobber offers you  
one-trip service, plus  
the finest parts in the  
business — parts priced  
for profit. See him  
for what you need.



"Building for the future on a 31-year record"

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PISTONS • PINS • VALVES  
BEARINGS • WATER PUMP PARTS  
BOLTS • BUSHINGS  
U-BOLTS • SHACKLES • SLEEVES  
WHEEL SUSPENSION PARTS

## Defense Production Hits 10 Per Cent, GM Reports

**A**BOUT ten per cent of General Motors productive facilities in the United States are being used currently in connection with defense business, 15 per cent in connection with defense-supporting business and 75 per cent in connection with civilian business, D. F. Hulgrave, GM executive in charge of the procurement and schedules activities, told the subcommittee of the Senate Small Business Committee at a meeting last month.

"While it is difficult to obtain an accurate measurement of utilization of production facilities and to segregate such utilization in the manner requested (by the subcommittee), we have made an estimate based on employment and floor space," Hulgrave told the committee.

### Defines "Defense Supporting"

"For the purpose of the estimate, we have considered 'defense' as being direct or indirect business with the United States government, 'defense-supporting' as including trucks, diesel locomotives, diesel engines, parts for the machine-tool trade, etc., and 'civilian' as including passenger cars, service parts, accessories, household appliances, etc.

"Based on present commitments in connection with the defense program, the percentage of utilization for both defense and defense-supporting programs will increase before the end of the year."

In regard to the number, type and estimated dollar-cost of new facilities under construction, or to be constructed, for processing direct military and defense-supporting programs, Hulgrave said:

"Including building additions, new buildings adjacent to existing facilities and buildings at new locations, General Motors Corp. has under construction or to be constructed in the United States, 41 projects at an estimated cost of approximately \$245,000,000. All of these are to be used for the purpose of processing defense or defense-supporting orders. Expenditures in connection with these buildings have been made by General Motors Corp. to the

extent of approximately 11 per cent."

### Greenville Sponsors Baseball

The Greenville, N. C., Automobile Dealers Association has made plans to sponsor a six-team baseball league, furnishing uniforms

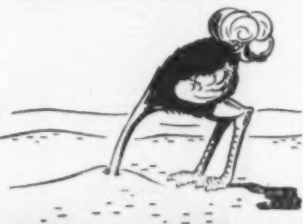
and equipment. W. L. Harrington, Ty Wagner, E. T. Stafford and Lee Folger are on the committee arranging for the league.

### Lilien Named at Alamance

B. R. Lilien of the Lilien Motors, Inc., has been elected president of the Alamance County, N. C., New Car Dealers Association. Royall Spence, Jr., is vice-president and Tom Elkins is secretary-treasurer.

(More News Briefs on page 140)

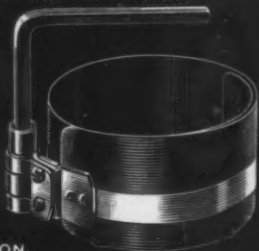
**Don't  
overlook  
this!**



**Herbrand's  
midget  
PISTON RING  
COMPRESSOR**

NO. RC-25

A TOOL-OF-THE-MONTH SELECTION



The increasing popularity of small foreign cars, power lawn mowers, garden tractors, scooter bikes, etc. necessitates the use of a midget size compressor for piston ring jobs. The No. RC-25 has a range of 1½" to 3".

Highest grade clock spring steel is used in the two inch high bluesteel compression band and single tension band. Adjustable friction brake is actuated by ¼" square handle. Compression band has beaded edge—cannot enter cylinder with piston. To service all small bore motors from 1½" to 3", you'll need the RC-25 Herbrand Piston Ring Compressor.

Mechanic's Net \$1.15

**Herbrand Tools, Fremont 8, Ohio**



The No. RC-25 is Herbrand's current TOOL-OF-THE-MONTH selection. See it at your Herbrand distributor or write us.

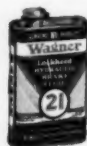


**Herbrand**  
VAN-CHROME TOOLS  
*the finest money can buy!*

# Complete



...and all from **ONE** source..... your Wagner jobber....



## WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

—Is an all season fluid that functions under all driving temperatures... Recommended for all cars and trucks... Mixes with other approved fluids. Surpasses S. A. E. standards.



## WAGNER LOCKHEED HYDRAULIC BRAKE PARTS

—a complete line, covering all makes of cars and trucks, including seldom used, slow-moving parts not easily obtainable elsewhere.

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# Wagner

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • CoMaX • CoMaX BRAKE LINING • AIR BRAKES

# Coverage...

## WAGNER CoMaX BRAKE LINING

is available in sets, rolls, blocks, slabs, segments and on shoes

From today's powerful cars—way back to old two-wheel brake trucks—no brake job is a problem for Wagner CoMaX Brake Lining.

No matter what your lining requirements may be—your Wagner CoMaX Jobber can supply the *correct* lining for your needs. Wagner *knows* brakes. As manufacturers of Lockheed Hydraulic Brakes and Wagner Air Brakes, Wagner has a valuable 27-year experience in braking problems.

Only in Wagner CoMaX—backed by the best known name in brake service—do you find all these desirable qualities:

1. **UNIFORM TEXTURE** assures same type of brake surface always being exposed to the drum.
2. **CONSTANT FRICTION** permits smooth even deceleration.
3. **NON-COMPRESSIBLE**—and won't swell. Does not require frequent adjustment.
4. **CONTAINS NO ABRASIVE** material. Easy on drums.
5. **LONG-LIVED** and age proof—does not deteriorate with age.

For details, consult your Wagner Jobber—or write us.

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(Branches in Principal Cities and in Canada)

You can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. Ask your jobber, or write us for free Catalog AU-500.

*...the best known  
name in brake service*

Please send me the latest Bulletins on  
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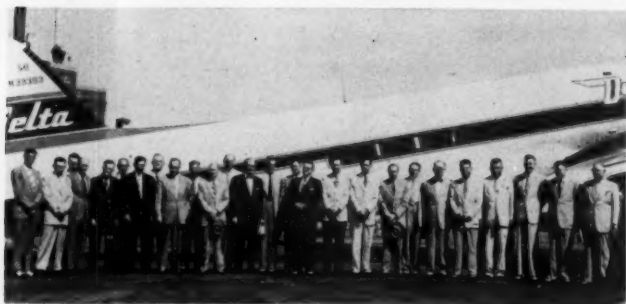
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TACHOGRAPH • ELECTRIC MOTORS • TRANSFORMERS

INDUSTRIAL CRANE AND HOIST BRACKETS



## More News Briefs

(Continued from page 137)

Sales and service personnel of two Atlanta, Ga., Oldsmobile dealers, Capital Automobile Co. and Mitchell Motors, Inc., flew to Lansing, Mich., recently for a day-long tour of the Oldsmobile engine and assembly plants.

## GM's "Le Sabre" Features Wide Use of Aluminum

DETAILS of the use of aluminum alloys in General Motors' experimental car, Le Sabre, were revealed last month by Aluminum Co. of America, which provided the aluminum and magnesium for the car.

The engine block, cylinder heads, pistons and crankcase were fabricated of cast-aluminum alloys. The body was made entirely of sheet-aluminum panels and magnesium castings, Alcoa engineers said.

A part of the grille work and over-all trim were produced from aluminum alloys.

The sleek sports car is powered by an engine capable of developing more than 300 horsepower.

## Armrests Rival Steering In Use of Plastics

VOLUME of plastics used for automotive armrests has increased to a point where this application may soon rival automotive steering wheels in total poundage of material consumed, Tennessee Eastman Co. reported last month.

At least ten car and truck manufacturers have adopted plastic armrests and the aircraft industry is using them too.

Advantages claimed by a manufacturer are: unlimited color selection, good styling possibilities, simplified assembly and installation and less cost than metal-based armrests. Coverings are of plastic, leather or cloth in harmonizing colors.

## Webb Dies in Jackson

Erle W. Webb, president of Royal Motors Co. (Studebaker), Jackson, Tenn., died last month. He was an active member of the Tennessee Automotive Association.

## How to win MILES and influence car PERFORMANCE buy: PYROIL

Pyroil is a best seller on the "good riding" list year after year. Such popularity must be deserved. In case you're one of the few car owners who doesn't know about Pyroil, here's the Pyroil story.

Pyroil contains the remarkable property of making ordinary oil form a protective film of lubrication on vital engine parts. This actually creates a cushion of oil between piston rings and cylinder walls, eliminating friction and corrosion. Pyroil prevents contamination — and keeps your motor clean. That's why Pyroil means more miles for your car, and less repair bills for you.

Your gas station attendant knows "How to win miles and influence car performance." Just ask him. He'll say, "Add Pyroil — add miles to your car."

## PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

## GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking — sent postage paid.



## PYROIL COMPANY

582 Main Street

LaCrosse, Wisconsin

Canadian Distributors:  
Central Purchasing  
Agencies, Ltd.  
Toronto, Ontario

## How to make Money and influence DEALERS sell: PYROIL

Pyroil is the motorists' choice — so it's the dealer's easiest and fastest selling additive.

## WARNING

Competitive jobbers often cut in on your customers because they have demand products that are not available through you. Pyroil is a demand product — it should be one of your items. You will find it carries plenty of weight and influence with dealers and that it makes money for all of you!

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



## REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia  
Southcentral—John T. Jolly Sales Co., 1916 — 34th Ave., Meridian, Miss.  
Southwest—Hirsig-Frazier Co., 807 Cotton Exchange Bldg., Dallas, Texas  
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, California



The truck committee of the National Automobile Dealers Association met last month in Washington, D. C., to make plans for a long-range service and information program. The program will include a bulletin service for truck operations and a truck clinic at the convention in New York in January. Shown (l. to r.) are: Alfred W. Kahl, Des Moines, Iowa; D. C. Barnhart, Washington, D. C.; Chairman R. S. Abbott, Alexandria, La.; H. A. Marks, Wilmington, N. C.; R. J. Soulen, East Hartford, Conn., and Hal Smith, Atlanta, Ga. Rudd J. Ross, Fort Smith, Ark., was not present when photo was made.



## NPA Removes Ban On Spare Tire

THE ban on spare tires for new passenger cars was lifted last month by the National Production Authority. The same order also permits greater use of rubber by small manufacturers.

In the second quarter of 1951, NPA pointed out, the automotive industry produced about 1,500,000 cars. With four tires to a car, this meant 6,000,000 tires were needed.

In the third quarter, with production estimated at 1,200,000 automobiles, provision of five tires to a car will mean a total of 6,000,000 tires—the same as in the second quarter.

The spare tire was banned in April and the rubber saved had been channeled into production of heavy-duty tires. This increased production of heavy-duty tires about 35,000 units a week. Tire manufacturers are to continue making the same number of heavy-duty tires that they did in the second quarter.

## Alabamians May Consider Vehicle-Inspection Bill

THE possibility that a motor-vehicle-inspection bill would be introduced at the 1951 session of the Alabama legislature was reported late last month by Frank R. Broadway, executive vice-president of The Automobile Dealers Association of Alabama, in a bulletin to his members.

The bill, sponsored by the Junior Chamber of Commerce, was in the draft stage at that time. It would require semi-annual inspections of motor vehicles to determine their condition and grant the privilege of using highways.



"PETE" PETERSON  
(President)

# Grind Your Way to Amazing Profits!

OVER 2000 MACHINES SOLD ON THIS BASIS  
**30 DAY TRIAL... MONEY BACK GUARANTEE!**

## Peterson SURFACE GRINDER

SCOTT GRINDING & MACHINE  
Abilene, Texas

"...used the Peterson Surface Grinder for several months...fast and accurate...no time lost for adjustments...used in so many ways...one of the most profitable machines...per hour...in my shop..."

### PROFIT-MAKING FEATURES

- No set up needed.
- Any man can operate.
- Exclusive VIBRA MOTIVE action gives fast, accurate cut with LEVEL stone.
- Exclusive "Cyclone" dust collector, plus a triple 6-lve glass filter unit, ends dust problem usually encountered in grinding.

BEVERLY AUTO PARTS CORP.  
Wica, New York

"...much faster, cleaner and more satisfactory than the equipment we previously used."

M. W. Johnson



BRIDGEMAN GELBUT  
PARTS CO., Cincinnati

"...head and block resurfacing and manifold grinding are the most profitable operation in a shop if the work is done on your grinder...all shop personnel are able to obtain a common accuracy of .002..."

H. Brinkman

"The...grinder we purchased from you...turned out to be the best MONEY maker we have in our shop...we didn't realize before the number of cylinder heads and manifolds which needed resurfacing...we recommend this grinder to anyone..."

Thos. R. H. H. H.

### NEW...MODEL 50

Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat flywheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

HOWARD-MARTIN TOOL CO.  
Danville, Ill.

**ACT NOW!** Over a thousand smart jobbers are making big profits with this new grinder purchased on the Peterson Money-Making Guarantee. Buy on the 30 day trial plan... if you do not make money, return the grinder for full refund including freight both ways. Cash in NOW on the big demand for cylinder head grinding service. Call, write, or wire for full details.

Manufacturers of the P-B Screw-In Valve Seat and precision installation tools. The P-B Seat—with

expansion clearance—DOUBLES VALVE MILEAGE and gets all the fleet business. Write today for details.

## This Will Let Them Patch Roads in the Winter Too

**A** PATCHING material for roads that reportedly can be applied in any kind of weather, can be stockpiled in readily usable form and laid without heating has been announced by Fred C. Foy, vice-president and general manager of the Tar Products Division of Koppers Co., Inc.

Komac, as the material is called, is a blending of bituminous materials with aggregate through a special homogenizing process.

The solutions adhere more perfectly to crushed stone, gravel, slag and other aggregate used in road building and repair work, it was stated. The resulting mix,

pressed into chuck holes in streets or roads, makes a long-lasting patch which, in many cases, will outlast the material surrounding it, Koppers engineers said.

The material is being made available after two years of testing which included one of the most severe winters in a decade, said Dr. M. G. Sturrock, manager of the technical section of the division.

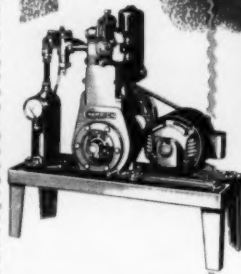
The material was mixed and stockpiled during the fall. Test roads were built and test patches installed in several northern states. In one state, Sturrock said, ice was cleared from a long stretch of road with salt, the pavement swept off and Komac mix used for resurfacing at a temperature of 15 degrees above zero.

"In several places we built one-half of a road of Komac and the other half of road material such as has been used for years," he said. "In all cases the Komac showed improved wearability and resistance to breakup under heavy traffic and winter freezing and thawing and remained stable during the heat of the following summer."

At present the manufacturer is recommending the material chiefly for patching because of its higher price.

**HASTE makes Profits**

**when it comes to CAR WASHING!**



With Champion's  
300 pound stream of  
water you can do the job  
...FASTER...EASIER!



**Write for FREE CATALOG!**

Gives you all the facts on Champion  
Car Washers and Accessories as  
well as full details on Champion's  
54 Air Compressor Models.

Write TODAY!

**There's no waste time or motions  
with Champion Car Washers!**

Car washing profits increase with the speed of the job. That's why progressive shop owners choose Champion—they know that the powerful 300 pound stream of water delivered by Champion Car Washers make dirt and grime vanish in a jiffy. They know too, that they can depend on Champion's long, trouble-free performance and lower operating costs. If you want to do the job faster and increase profit per job, get the facts on Champion TODAY!

*Champion Pneumatic Machinery Co.  
834 N. PLEASANT ST., PRINCETON, ILL.*

# CHAMPION CAR WASHERS

AIR COMPRESSORS  
WASHING GUNS  
CEILING SWIVELS

AIR HOSE REELS  
BLOW GUNS  
AIR HOSE

SERVICE TOWERS  
PRESSURE GAUGES  
SAFETY VALVES

### Binks Will Reopen Painting School

**T**HE spray-painting school of Binks Manufacturing Co. of Chicago will reopen in September, it has been announced. Classes will be held during the first full week of each month, except July and December.

The schedule for the first three classes is Sept. 10-14, Oct. 1-5, and Nov. 5-9. There is no tuition but students pay living expenses.

### Chevrolet Places Orders For Engine-Plant Steel

**C**HEVROLET Motor Division has placed the steel order for its aviation - engine - plant expansion and is "on schedule or ahead of schedule" with all of its defense commitments, T. H. Keating, general manager, announced.

"Completion of the three buildings for aviation engines will be vigorously pushed," he said. "We expect them to be ready for occupancy about the time production of these engines is begun next year in existing facilities."

## GM's Quarterly Sales Hit \$1,921,000,000

**A**GGREGATE net sales of all GM products totaled \$1,921,000,000 and net income was \$139,000,000 for the second quarter of 1951. C. E. Wilson, president, and Alfred P. Sloan, Jr., chairman of the board, announced last month.

Earnings on the common stock, after deducting dividends on the preferred stocks, were equivalent to \$1.55 a share.

For the second quarter last year, net sales were \$1,963,000,000 and net income was \$273,000,000. This was equivalent, after deductions of dividends on preferred stocks, to \$3.07 a share of the present common stock.

Total unit sales for cars and trucks in GM's United States plants in the first six months of 1951 were 11 per cent below the like period of 1950.

Passenger-car production for the first quarter of 1951 was 670,245 and for the second quarter was 616,783, making a total of 1,287,028 units. This compared with 1,492,624 passenger cars produced in the first half of 1950.

Truck and coach production for the first quarter of 1951 was 154,365 and for the second quarter was 169,845, for a first-half total of 324,210 units. This compared with 308,584 units produced in the first half of 1950.

Further restrictions in the use of materials beginning in July are expected to limit GM production in its United States plants to approximately 513,000 passenger cars and 127,000 trucks for the third quarter of 1951.

## Ford Will Expand Steel Output

**A** \$43,000,000 expansion and modernization of steel operations at its Rouge plant has been announced by Ford Motor Co. This will add 190,000 tons of finished steel capacity annually for defense and civilian use.

The program, expected to be completed by March, 1953, will increase the total output of Ford finished steel by about 18 per cent, according to Del S. Harder, vice-president in charge of manufacturing.

## Lee Wins Courtesy Prize

J. M. Lee, Pontiac dealer at Crestview, Fla., recently was

awarded the courtesy prize by the Bank of Crestview. A silver dollar is given each week to some local person for courteous dealings toward others in the town.

## Tractor-Parts Shortage Investigated by NPA

**T**HE short supply of repair parts for crawler tractors, used by the Armed Forces, farmers, builders, loggers, oil-pipeline layers and others, is being fully investigated and remedial action will be

taken, the National Production Authority said last month.

The demand for replacement parts and maintenance items has increased sharply under the impact of the mobilization program, NPA said. Many tractors are being operated up to 100 hours a week, compared to a normal 40 hours.

Lack of raw materials, particularly steel, has been an important factor in the inadequate production of repair parts, manufacturers said.



*New High for Ignition Sales!*

**SORENSEN'S**  
**Basic 48**

Yes, service managers everywhere report peak sales since tying up with Sorensen's Basic 48. A small investment starts a fast-moving stream of ignition business flowing your way.

Sorensen's Basic 48 takes care of 91% of all volume sales... sets up a jackpot business on a low-budget, foolproof basis.

Get the amazing story today—contact your Sorensen jobber

**SORENSEN**  
EQUIPMENT DIVISION  
FORD MOTOR CO.

P. Sorensen Manufacturing Co., Inc.  
Woodside, New York

- ignition parts
- carburetor kits
- cable and wire

## June Registrations May Show Drop

**N**EW-CAR registrations for June may show a sharp drop, moving contrary to usual seasonal gains, R. L. Polk & Co., Detroit, statisticians for the automotive industry, reported late last month.

On the basis of 24 states in which tabulations for June had been completed by July 26, Polk estimated that total for all states should approximate 440,000 units.

That would be a drop of 30,000 under May figures and 72,000 units under registration for March.

In June, 1950, a total of 583,922 new cars was registered, and this year's figures are expected to pass that.

New-truck registrations tabulated in 28 states at the time of the announcement indicated that June may see approximately 79,000 new trucks licensed. In May there were 90,627 new trucks registered.

Truck sales, as reflected by registrations, showed a downward trend similar to that of passenger-car sales, Polk officials said.

## Chevrolet Trucks Spread 'Way Out

Chevrolet dealers devote five times as much space exclusively to truck servicing as they did before the war, W. E. Fish, general sales manager of Chevrolet Motor Division, announced last month.

Truck facilities of Chevrolet dealers now cover an area of 3,437,578 square feet, a large percentage of which is in buildings erected apart from passenger-car operations.

"Compared with a 518 per cent gain in Chevrolet dealers' truck facilities, truck registrations since 1941 have gone up only 66.5 per cent," Fish commented.

## new **OTC** HYDRAULIC SLEEVE PULLER & INSTALLER

FOR TRUCKS • TRACTORS • POWER UNITS

*pull or install cylinder  
sleeves with the OTC  
POWER-TWIN in minutes  
instead of hours . . .*

"POWER-TWIN PAYS FOR ITSELF  
IN ONE DAY'S OPERATION."

These are the actual words of a shop owner the first time the Power-Twin Hydraulic Sleeve Set was used in his shop. You too will be amazed at the ease and speed with which this new OTC tool removes and installs wet or dry cylinder sleeves. What used to be a "Tough Job" now becomes simple with the sensational OTC Hydraulic Sleeve Set.

- Converts all OTC Sleeve Pullers to hydraulic power by the addition of only a few parts.
- Removes and installs either wet or dry 3" to 6" sleeves faster, easier.
- Operates on over 200 makes and models of trucks, tractors, busses and power units.
- Fully adjustable to provide clearance regardless of position of cylinder head studs . . .
- Centers accurately over bore.



Removing either wet or dry sleeves is simple with the new OTC Hydraulic Puller. Above is typical sleeve pulling job.



Dry cylinder sleeves replaced quickly and easily without damage or distortion with the new OTC Sleeve Installing Set.

**OWATONNA TOOL COMPANY**  
306 CEDAR STREET • OWATONNA, MINNESOTA

## Seiberling Dedicates Southeastern Office

**T**HE new Southeastern district office and warehouse of the Seiberling Rubber Co. in Chamblee, Ga., near Atlanta, was dedicated last month as the firm completed its 29th year in Atlanta.

Containing some 20,000 square feet of floor space, the one-story structure is 100 by 200 feet. About 16,000 square feet has been assigned to warehousing.

President J. P. Seiberling officiated at the formal opening, assisted by W. T. Johnson, manager of the Atlanta district. About 120 tire dealers, businessmen and press and radio representatives attended the dedication and reception that followed.

## Virginia Dates Changed To November 19-21

**T**HE annual convention of the Automotive Trade Association of Virginia will be held Nov. 19-21, instead of Oct. 22-24, because of "hotel complications," General Manager John E. Raine announced last month.

The convention, which last year was attended by more than 1,000, will be held at the John Marshall Hotel, Richmond.



# USED EVERYWHERE

• ALL 48 STATES • CANADA • HAWAII • MEXICO • PUERTO RICO

A complete, well-rounded line like Jarrett's on the wash rack means more profits for you!

**Jarrett's**  
WITE-WALL

White Sidewall Tire Cleaner  
In gallons and drums for wash rack use  
In pints for resale—for in-between touch-up jobs

**Jarrett's**  
TIRE-BRITE

Concentrated Black Rubber dressing

**Jarrett's**  
TRADE MARK REG.



**Jarrett's**

Golden Concrete Cleaner  
100% Active Ingredients  
Saves time and money

**Jarrett's**

Super Duper Concentrated  
Car Washing Compound  
100% Active Ingredients

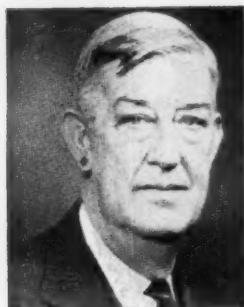


**CECIL H. JARRETT COMPANY**  
INCORPORATED

MANUFACTURERS OF CHEMICALS AND SUPPLIES—NEWTON, N. C.







Directing the next Southeast Show will be (l. to r.): George V. Gilbert of Charlotte, N. C., president; H. Lester Flowers of Hickory, N. C., first vice-president; A. Lee Proctor of Atlanta, second vice-president, and John A. Doyle of Atlanta, treasurer.

**53% extra recoil  
capacity soaks up  
the bumps and jumps  
—cushions the ride  
—protects the car!**

**BRIGGS**  
SHOCK ABSORBERS

with exclusive O-Ring Seal for  
"the ride of your life"  
on any road—in any weather!

THE BRIGGS SHOCK ABSORBER COMPANY  
1523 East 45th Street • Cleveland 3  
Division of The Gabriel Company



### Jobber News

(Continued from page 81)

Mogul Service, Atlanta; H. Fletcher Jones, Walker Manufacturing Co., Atlanta; G. N. Keim, A. C. Spark Plug Co., Atlanta; Bert Kaple, Atlanta, and Frank Merryman, Atlanta.

All officers and directors were elected by mail ballot of sponsoring wholesalers of the 1951 show, staged last May in Atlanta.

### M. H. Littauer of P. & D. Dies in Massachusetts

**M.** H. LITTAUER of P. & D. Mfg. Co. died in Pittsfield, Mass., recently of a heart attack. "Mike" or "Mickey," as he was known, was 46.

Littauer had been with the firm for 16 years. On his return from service in World War II, he was manager of the Southeastern territory. At the time of his death he was district manager in New England.

### Delco Buys Georgia Firms

Delco Manufacturing Co., maker of the Chrome Vent line, has bought out Car Bar Co. of Fort Oglethorpe, Ga., and Strickland Manufacturing Co. of Macon, Ga., and has reorganized under the name of Del Krome Manufacturing Co.

"We have added Niehoff ignition parts and Burton springs to our lines," H. A. Finnie, Finnie's Auto Parts, Orlando, Flo., reported last month.



About 300 body-shop workers attended the fourth annual paint and body workers' round-up held at Holston Auto Supply Co., Kingsport, Tenn. Manufacturers' representatives who conducted the round-up, shown in right-hand photo, are (l. to r.): First row, C. A. Currey, Plomb Tool Co.; Bob Cherry, Binks Manufacturing Co.; Vice-President J. Matthew Nelson, Holston Auto Supply; A. M. Foley, H. K. Porter Co., and Bob Brown, Black & Decker Manufacturing Co.; back row, Ben H. Wile, Plomb Tool Co.; Harry Putnam, Minnesota Mining and Manufacturing Co.; W. P. Chaney, Sherwin-Williams Co.; Grant Roy, Swiss Laboratory, and Ed Chalmers, R. M. Hollingshead Corp.

#### Don M. Caphton Dies In Nashville, Tenn.

**D**ON M. Caphton, a veteran manufacturers' representative in the Southwest, died July 11 in Nashville, Tenn., of a heart ailment. He had not been active in his business for over a year.

A native of Savannah, Ga., Caphton had been a resident of Dallas, Texas, since 1920. He was an active member of B-4 and Automotive Affiliated Representatives.

The firm will continue to operate as Caphton and McEvoy, with John E. McEvoy as managing partner. Mrs. Caphton will maintain her interest in the business.

#### Supersite Names Mississippian

Southern Sales Co., 514 Court Street, Jackson, Miss., has been appointed representative for Supersite Corp. in Mississippi, western Tennessee and western Florida.

**Alfred Daniel**, former counter salesman for Smyth Auto Supply Co., Inc., Amarillo, Texas, is now working a city territory.

## Announcing...

# Binks NEW Model 29






### the only gun with all these features for quality spray refinishing

	<p>light weight to reduce fatigue—Only 1 1/4 lbs.! Now you can refinish without getting a "charley-horse" in your arm, wrist or hand.</p>
	<p>cartridge-type air valve for fast replacement—You remove the air valve and its seat as a complete unit. No more tiresome hand lapping of a new needle valve into an old seat.</p>
	<p>brass and steel material passage for longer life, better finishes —All the way through the gun, paint is in contact with non-corrosive brass or hardened steel. Gun lasts longer, for paint never touches the aluminum coating. Gun sprays more uniformly for air cannot leak into material passage.</p>
	<p>bottom air inlet for perfect balance—No bulky air hose interferes with spraying or handling. <b>AND...an attractive low price!</b></p>



"A good tool is more than a handy instrument... it's also one mark of the true craftsman."

*Binks B. Binks* President



# Binks

MANUFACTURING COMPANY

3136-40 Carroll Avenue, Chicago 12, Ill.

NEW YORK • DETROIT • LOS ANGELES • ATLANTA • BOSTON • CLEVELAND • DALLAS • MILWAUKEE • NASHVILLE  
PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO • SEATTLE • WINDSOR, ONTARIO, CANADA



Officers of the Automotive Advertisers' Council for the coming year are (l. to r.): R. M. Schutz, treasurer; Charles LeFevre, vice-president; President R. E. Conley; Ed Todd, recording secretary, and Lester Dobrunz, corresponding secretary.

### Automotive Ad Council Names R. E. Conley

**R.** E. CONLEY, advertising manager of R. M. Hollingshead Corp., Camden, N. J., was elected president of the Automotive Advertisers' Council at a recent meeting at the Cavalier Hotel, Virginia Beach, Va.

Conley, who had been vice-president of the council and chairman of its ASI Show committee, replaced Duane Jones, advertising manager of United Motors Service.

Other officers named were: vice-president, Charles LeFevre, Muskegon, Mich., advertising manager, Sealed Power Corp.; corresponding secretary, Lester Dobrunz, St. Louis, Mo., advertising manager, Wagner Electric Co.; recording secretary, Ed Todd, Chicago, Ill., advertising manager, Imperial Brass Co.; treasurer, R. M. Schutz, Chicago, Ill., advertising manager, Maremont Automotive Products.

John Corkery, who is advertising manager, Independent Pneumatic Tool Co., Aurora, Ill., and Albert Joseph, advertising manager, The AP Parts Corp., Toledo, Ohio, were named to serve on the five-man board of directors.

Reports on progress of the council's "Care Will Save Your Car" and "Get It from Your Jobber" programs highlighted the three-day meeting.

Charles C. Tapscott, president of National Standard Parts Association and first president of the council, was given a citation for his contributions to the "Get It from Your Jobber" and "Care Will Save Your Car" programs and for his continued leadership in the council. He is vice-president of McQuay-Norris Manufacturing Co., St. Louis, Mo.

Ira Saks, president of Accurate Parts Manufacturing Co., Cleveland, Ohio, was cited for his accomplishments as a member of the industry-wide program committee and as chairman of the publicity committee of ASIS.

## KIMBLE TESTERS

*make  
testing easier*

If you want to get the most for your money, buy Kimble testers.

Kimble testers make testing easier because each one is a true precision instrument that's easy to read... dependable... accurate to a hair! Extra heavy rubber parts and carefully annealed glass parts are tested under working conditions to withstand rough, day-in, day-out use.

Place your order with your jobber today or write the Imperial Brass Manufacturing Company, 1200 West Harrison Street, Chicago 7, Illinois, for further information.

Kimble No. 315-T, float battery hydrometer over built. Kimble antifreeze testers, No. 336-TA, test leading antifreeze solutions.

**KIMBLE GLASS** TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company



## Southwest Show Forms Go Out Next Month

APPLICATIONS for exhibit space and for sponsoring jobbers for the 1952 Southwest Automotive Show will be mailed around Sept. 15 to all approved firms in the show-office files, Dean A. Johnson, secretary-manager, announced after a recent committee meeting. The show will be held March 20-23 at Houston.

"The committee toured the Sam Houston Coliseum and all expressed satisfaction over the ample floor space available for the show—160,000 square feet," Johnson said. "The idea of setting up several special-interest exhibits to aid in obtaining excellent trade attendance was also discussed and approved."

Suggested exhibits included: an electrically-operated diesel engine, ancient and modern cars to dramatize the rapid advance of the industry, display of all automatic transmissions, a jet engine and a government booth manned by a Washington official familiar with regulations, directives and forms pertaining to the industry.



Claude Bulger has joined Richburg Auto Supply Co., Andalusia, Ala., as head counterman. He formerly was with Taylor Parts & Supply Co. for about ten years.

The expanding Houston market should interest a considerable number of additional manufacturers, Johnson said. The city ranks tenth in the United States as a wholesale center for manufacturers of shop equipment and tools and 11th for parts manufacturers,

he reported, in both instances far ahead of all other wholesale centers in the Southwest.

## Fitzgerald Heads Sales

George A. Fitzgerald has been appointed sales manager of automotive products for Industrial Tape Corp., New Brunswick, N. J., and John L. Callahan has been named merchandising director. Fitzgerald has been with the firm since 1938, most recently as a division manager. Callahan formerly was sales manager for Flako Products Corp.

## Kar Guard Appoints Katz

Warren Katz & Associates of Atlanta, Ga., has been appointed representative in the Southeastern states for Erie Kar Guard Division of Chicago, Ill.

## Fitzgerald Heads Advertising

Ned Fitzgerald has been appointed advertising manager of Radiator Specialty Co., Charlotte, N. C. He formerly was with The AP Parts Co., Toledo, Ohio.

**IN THE BLOK**

## Crankshaft GRINDER

**GRINDS THE TOUGHEST JOBS...IN THE CAR!**

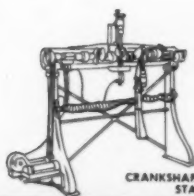
**PORTABLE • EASY TO USE • ACCURATE • FAST**

Grinder can be set up and attached to crankshaft in 10 minutes. No need to raise car if oil pan can be removed without raising car. A dependable precision tool for grinding hard, battered and out of round crankpins. Maintains original alignment with main bearings. Positive control. Every pin can be ground to same size if desired.

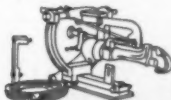
**SPECIFICATIONS:** Grinder complete in carrying case with stabilizer and one each of  $\frac{3}{8}$ " and  $1\frac{1}{4}$ " grinding wheels. Standard models will han-

dle all crankpins with lengths of from  $1\frac{1}{4}$ " to  $2\frac{3}{4}$ " and diameters of  $1.6$ " to  $2\frac{1}{2}$ ". Extra Equipment available to increase the diameter range from  $2\frac{1}{2}$ " to  $3\frac{1}{4}$ ".

For in-the-car work crankshaft may be turned with rear wheel drive unit shown below, or with special drive (not shown) for Fluid Drives & Hydromatics. Crankshaft may be pulled and turned in lathe with lathe attachment or may be turned in crankshaft grinding Stand (both shown below).



CRANKSHAFT GRINDING STAND



LATHE ATTACHMENT for using Grinder in Lathe



NEW TYPE REAR WHEEL DRIVE

**WINONA TOOL MFG. CO.**

WINONA, MINN., U.S.A.

Export Office: 238 Main St., Cambridge, Mass., U. S. A.  
Cable address: McKim, Boston

## OTHER WI-TO-CO PRODUCTS



IN-THE-CAR Insert and Rod Boring Machine



PARTS CLEANER



"Feather Touch" VALVE SEAT GRINDER



UNIVERSAL PRESS

## NSPA Keys '51 Convention To Benefit Top Management

**T**HE executive management convention of National Standard Parts Association, set for Oct. 29-31 at Chicago, will be keyed to top management and will feature leaders in industry, government and association affairs who will speak and will also be available for individual conferences after each meeting, President

set aside for individual conferences in manufacturers' headquarters rooms.

The board decided to hold the meeting late in October because government regulations will have been in effect long enough for their impact on the automotive service industry to be noted, Tapscott said.

A recent NSPA poll on the 1952 ASI Show revealed that the combined vote for the months of October and November totaled 56 per cent. The Oct. 29-31 dates split the preference right in the middle, Tapscott pointed out.

Meetings of other industry groups and prevention of interference with holiday plans and with year-end inventory were other factors influencing the board in the choice of dates, Tapscott said.

The Sherman will be the headquarters hotel. Attendance will be limited to NSPA manufacturers, wholesalers and invited wholesaler guests.

**S. B. "Dunk" Stilwell** is now shop foreman for the machine shop of **Charlotte Auto Parts Co.**, Charlotte, N. C., according to **Steve W. Dellinger**, president. He has been in the trade 24 years.

## Crow-Burlingame Advances Browne and Henry

**K. V. BROWNE**, former purchasing agent, has been named vice-president, general manager and director of **Crow-Burlingame Co.**, Little Rock, Ark. A native of Dumas, he has been with the firm since 1926.

**E. A. Henry** has been elected secretary and director. He is a member of the law firm of **Barber, Henry & Thurman**.

Three directors were appointed: **B. E. "Gene" Smith**, sales manager; **R. M. Knox**, credit manager, and **E. Fletcher Lord**, Little Rock district manager.

## Central Names Southern Sales

**Southern Sales Co.**, Jackson, Miss., has been appointed representative for the line of automotive hose clamps manufactured by **Central Equipment Co.**, Chicago, Ill.

"General conditions in our territory are improving, as sales and collections are both better," President **F. W. McClung**, **McClung Brothers, Inc.**, Waynesboro, Va., reported last month.

"We recently opened a second branch store at **Buckhannon, W. Va.**," **Austen J. Ward**, president of **Ward & Hamman Auto Parts Co.**, Elkins, W. Va., reported.



Mr. Tapscott

**Charles C. "Chuck" Tapscott** announced.

Joint manufacturer-wholesaler sessions are planned for each morning to discuss mutual problems in marketing, profits and government. Afternoons will be

**SPONTANE**  
STEAM CLEANER

ALL SPONTANE  
STEAM CLEANERS  
ARE NOW EQUIPPED  
WITH  
HYDRO-THERM FLOW

Your jobber will be glad to  
supply additional information.

**HALLS, INCORPORATED**  
110 Pear Street, S. E. • Atlanta, Georgia

"I wish you'd make up your mind how I'm to pay for my new battery! The sign says it can be charged and you say cash!"





### Five Southern Firms Join AAR Roster

**F**IVE Southerners have been added to the membership of Automotive Affiliated Representatives, bringing the total to 301 members, Executive Secretary Ed L. Lee announced last month.

They include: Link & Chambers Sales Co., St. Louis; Floyd Cochran Co., Kansas City; Herman A. Shields Co., Memphis; J. W. Lovelady, Dallas, and N. A. "Red" Williams Co., Atlanta.

### Dover Appoints Buettner

C. M. Buettner is now representative for Dover Stamping Co. in Missouri and Kansas. He headquarters at the Law Building, Kansas City, Mo.

"We have opened a branch store at Clovis, N. M., to be known as Smyth Auto Supply Co. of New Mexico," Vice-President Johnson Whitsett, Smyth Auto Supply Co., Inc., Amarillo, Texas, reported last month. "Vaughn Allen, former city salesman in Amarillo, is manager."

### A. G. Waugh Moves

A. G. Waugh Co., Lamesa, Texas, has moved into its new home at 1302 North Dallas St., 13 blocks north of its former location. Formal opening was held last month.

### Sinko Appoints Texan

Gee Cee Sales Co., Dallas, Texas, has been appointed representative for Sinko Manufacturing Co. in Texas, Arkansas, Oklahoma and Louisiana.

### Ford Named in Southwest

R. J. Ford has been appointed manager of the Southwest district of Bendix Products Division, Bendix Aviation Corp. He succeeds M. E. Hickman, transferred to the West Coast.

John Branum, who formerly worked the North Plains territory for Smyth Auto Supply Co., Inc., Amarillo, Texas, is now a city salesman. Charlie Cross has succeeded him in the North Plains territory.

### Lincoln Promotes Renner

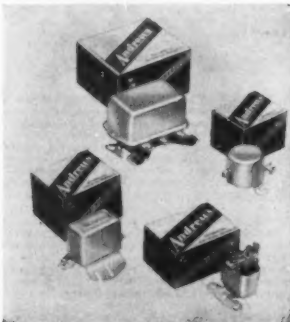
John E. Renner has been appointed general sales manager of Lincoln Engineering Co., St. Louis, Mo. With the firm for 15 years, he formerly was sales representative, automotive merchandise manager and sales manager of the automotive division.

"Machine shop business has picked up considerably during the past three months," Charles F. Jacob, president and manager of Bastrop Motor Supply Co., Inc., Bastrop, La., reported last month. "We now employ four men in the shop and stay busy all the time, 5½ days a week."

H. V. Shirk has joined Motor Supply Co., Inc., Amarillo, Texas, as territory salesman, President Carl L. King, Sr., reported. He formerly was in business for himself.

Mrs. Max A. Hayes, wife of the president of Hayes & Hopson, Inc., Asheville, N. C., underwent a serious operation last month. (More Jobber News on page 154)

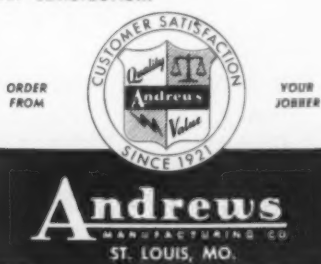
## SERVING the AUTOMOTIVE REPLACEMENT TRADE for THIRTY YEARS



### 1921-1951

Andrews has been giving quality and value in ignition parts, wire and cables based on these three sound merchandising principles:

1. Complete line of quality merchandise.
2. Fast turnover of packaged profits.
3. Guaranteed for customer satisfaction.



# HELPFUL BOOKLETS FREE

**101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-4**—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 20, Mo.

**102. TWELVE PAGE BOOKLET IN COLOR** illustrating the specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

**103. FOUR-PURPOSE AUTOMOTIVE CLEANER**—15-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

**104. FACTS ABOUT SPARK PLUGS AND ENGINES**—To say that spark plugs are alive today, and that it doesn't make much difference which you buy is mistating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

**105. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kit. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106. ATTRACTIVE FOUR PAGE FOLD-ER** showing specifications for several models of Oakite solution-lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 12 Thames Street, New York 6, N. Y.

**114. AUTOMOTIVE MAINTENANCE TOOLS**—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "trifles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 839 Cedar St., Owatonna, Minn.

**115. THREE SERVICE MANUALS** covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

**119. RAMCO SERVICE MANUAL**—4th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3838 Forest Park Blvd., St. Louis 1, Mo.

**123. PERMATAX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdowns. Permatax Co., 1720 Avenue Y, Brooklyn, N. Y.

**124. McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Ropelle at E. Grand Blvd., Detroit 11, Michigan.

**125. STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127. HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED** — Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**131. BURD HANDY HANDBOOK FOR MECHANICS**—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

**134. STREAMLINER CATALOGS** on Moog Coil action front and parts, coil springs, chassis parts, and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

**135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS**—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedures for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**136. McCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 Ropelle at E. Grand Blvd., Detroit 11, Mich.

**137. DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8 1/2 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**141. NEW PISTON RING CATALOG** and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6161 Easton Ave., St. Louis 14, Mo.

**142. IGNITION** — Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 8, Mo.

**144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK** — a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

**149. NEW PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pickups and most GMC pickups. National Machine Works, P. O. Box 4805, Oklahoma City 9, Oklahoma.**

**161. WHIZ CATALOG NO. 48-C**—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Copper St., Camden, New Jersey; Toronto, Canada.

**162. WILLARD STORAGE BATTERY CATALOG**—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

**164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTER EQUIPMENT** and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog A64. Airtex Automotive Division, Inc., Fairfield, Ill.

**169. WILLARD SERVICE EQUIPMENT**—Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland 1, Ohio.

**172. WILLARD DRY BATTERIES—"A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, Cleveland 1, Ohio.**

**185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS** — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle, Hagerstown, Indiana.

**193. WIRE & CABLE CATALOG—A 24 page catalog** covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

**195. CATALOG** presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Products Corporation, Norwalk, Connecticut.

**197. SPARK PLUGS** — Condensed four page specification folder for passenger cars, including 1961 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

**214. THE WHYS AND HOWS OF VOLTAGE REGULATORS** — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

Please send to me without obligation, free booklets No.

described

in the August, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 5, Ga.

**316. "BEHIND THE SCENES"**—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

**322. "WHAT PRICE QUALITY?"**—Read how Ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. STANDARD Motor Products, Inc., Long Island City 1, N. Y.

**325. OIL FILTER MERCHANDISER**—Those Extra Dollars and how to get them in oil filter service sales. All the facts on oil filter sales tools. The Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Grafton, N. C.

**326. AUTOMOTIVE BEARINGS**—Catalog 60-DB—a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

**278. COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM**—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 920 S. Michigan Ave., Chicago 8, Ill.

**324. THE ABC'S OF SELLING SHOCK ABSORBERS**—A 26 page, pocket-size "brass tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth, it gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, Cleveland 8, Ohio.

**346. THE RICHLITE MFG. CO.** has available for distribution a colorful and fully illustrated 18 page catalog of exhaust deflection rear view mirrors, inside door handles clothes hangers, gas door guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 3325 Indiana Avenue, Chicago 16, Illinois.

**304. ILLUSTRATED FOUR-PAGE COLOR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2644 Commerce Street, Dallas, Texas.

**305. KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE**—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also the lengthens bearing life. Storm-Vulcan, Inc., 2644 Commerce Street, Dallas, Texas.

**367. VAL-VIN-HED**—Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Estes Co., Windsor, Ga.

**314. WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMoX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**315. BETTER IGNITION** by DeLoe-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of DeLoe-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. DeLoe-Remy Service Department, Anderson, Indiana.

**317. GRIZZLY BRAKE BONDING CATALOG**—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonded clamping services and gas and electric ovens for bonding. Complete listing of Saffibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

**328. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** features the complete Storm-Vulcan jobber line of en-

gine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2644 Commerce St., Dallas, Texas.

**331. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING**—Binks Catalog 101 is packed with 24 pages of spray painting equipment... everything required for automotive refinishing... spray guns, spray booths, air compressors, complete outfits, extractors, respirators, hose and accessories. Also car washing, dusting and cleaning guns. Binks Mfg. Co., 3126 Carroll Ave., Chicago 12, Ill.

**332. NEW 32 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1468 S. Michigan Avenue, Chicago 8, Ill.

**331. CELLO GRILLE GUARD** catalog pages showing the many types available for both cars and trucks from 1946 to 1951 models. Cello Products Co., E. Boston 28, Mass.

**334. "StriEngineered Lubrication Department"**—A 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**335. POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**336. NEW FILKO IGNITION PARTS CATALOG**—Big, 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4548 W. Chicago Avenue, Chicago 51, Ill.

**337. FOLDER DESCRIBING RAY-LIFT PORTABLE PNEUMATIC AUTO LIFT**—An attractive presentation of uses, specifications, and features of the Ray-Lift portable pneumatic Auto Lifts for Cars and Trucks. Ray Manufacturing Co., 316 Arlington Ave., Torrance, Calif.

**338. DIRECTION SIGNAL SYSTEMS** GUIDE showing step by step procedure in servicing direction signal systems. Includes circuit diagram as well as TUNG-SOL flasher unit replacement chart. Tung-Sol Lamp Works, Inc., 95 8th Avenue, Newark 4, N. J.

**339. COMPRESSOR BOOKLET** containing twenty-four pages analyzing the features embodied in the construction of equipment used and correctness of the related design. Booklet features two stage ball or roller bearings, single stage ball or roller bearing, two stage automatic, single stage automatic as well as compressors for paint spraying, car washers and other related equipment. Champion Pneumatic Machinery Co., 825 North Pleasant Street, Princeton, Illinois.

**340. RADIATOR AND WATER CLEANER**—catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Providence 16, R. I.

**350. MOBILE INFRA-RED OVEN**—Technical Brochure describes Auto-Brake, Mobile Infra-red oven which dries cars to mirror like finish, granite like hardness in under 30 minutes. Shows profit possibilities from increased refinishing business. American Brake Shoe Co., Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.

**353. WILLARD CABLES AND ACCESSORIES CATALOG**. Illustrates and describes battery cables, ground straps, primary and secondary wire terminals, hold downs, service tools and allied products. Replacement data. Technical information. Willard Storage Battery Co., Cleveland 1, Ohio.

**354. AIR COMPRESSOR CATALOG** covers complete line of air compressors for automotive service industry together with selection charts and data to insure selection of adequate compressor capacity. Westinghouse Air Brake Co., Industrial Products Div., Wilmerding, Pa.

**355. TUBE AND TIRE REPAIR CATALOG** in a handy 4" x 6" edition. Contains 32 pages.

Each item illustrated and fully described. Catalog is punched for hanging near telephone for easy reference. J. W. Spenker Corp., 3088 North Weil St., Milwaukee 12, Wisc.

**360. "DOLLARS FROM DIAGNOSIS"**—Tells how to set up and operate a profit paying Diagnosis Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog! Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill.

**362. NEW AUSCO JACK CATALOG**—Shows complete line of hydraulic and mechanical jacks, including Floor Jacks, Curb Jacks, Bumper Jacks, new Saf-Lift bi-pod Jack and many others. 18 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

**363. IGNITION TROUBLE SHOOTING**—A technical manual plus catalog on ignition and fuel pump lines, including Bunala lifetime diaphragm for fuel pumps and parts. Kem Mfg. Co., Fairview, N. J.

**372.—FAULTY BRAKES**—Bad Breaks cause more accidents than any other mechanical defect. A free FEDERAL BLOK is yours for the asking. American Brakeblok Div., 1616 Merritt Ave., Detroit 9, Michigan.

**373.—NEW CATALOG** ready for distribution. A new four page folder illustrating and describing new Model "B" Automatic One-End Lift. Automatic Steel Products, Inc. Canton, Ohio.

**374. ELECTRIC WINDSHIELD WIPERS**—New fully illustrated 28 page color catalog giving complete information on dual and single models. Also contains motor and parts cross reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 3664 Main St., Springfield 7, Mass.

**379. SHOP EQUIPMENT LITERATURE**—Bulletins on Lee End Lift, portable air-operated auto end lift; Lee Handy Lift and Lee Standa. Automotive Equipment Manufacturing Co., 11900 So. Alameda, Lynwood, Calif.

**380. SOLVENT CLEANING**—New fully illustrated 24 page Oakite booklet giving specific date and procedures for economical removal of carbon, grease, dirt and paint from metal surfaces. Oakite products, Inc. 153 F. Thoma St. New York 6, N. Y.

**383. V BELTS**—Full information and catalog on "Factory Fresh" V Belts, V Belt Displays, etc. Burke-Atwood Co. Dept SAS, Minneapolis 13, Minn.

**385. TIME SAVING, LABOR-AIDING IMPACT TOOLS**—Price list, complete details on electric Impact tools, sockets & accessories, and thirteen common jobs where Impactool can save up to 90% of time required by hand wrenches. Ingersoll-Rand Company, 11 Broadway, New York 4, N. Y.

**385. STEAM DETERGENT CLEANING**—Fully illustrated folder in color, describing the time and cost saving of steam detergent cleaning in connection with industrial maintenance operations. Describes and defines the three simultaneous actions of steam detergent cleaning. Oakite Products, Inc. 23 Thoma St. New York 6, N. Y.

**387. HIGHWAY SAFETY EQUIPMENT**—A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites. All items are clearly described and plainly numbered with carbon tracking and shipping instructions. Kalamazoo, Mich. Write for your supply. Anthes, Force Oiler Co. Fort Madison, Iowa.

**389. "FACTS OF LIFE—ENGINE LIFE"** 16 page booklet on combustion engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Cofite Division, Hastings Manufacturing Co., Hastings, Michigan.

**390. BODY REPAIR & PAINT GUIDE** \$2.95 Well illustrated 180 page book published only after extensive research. Contains all the proper body repair and auto painting procedures, including shrinking metal, spray gun technique, grinding, torch soldering and many others. Briggs Mfg. Co., Refinishing Materials Div. Dept. E. 3901 Miller Avenue, Detroit 11, Mich.

## Jobber News

(Continued from page 151)

What could be finer on a hot afternoon than a boat ride! Shown on Lake Hamilton, near Hot Springs, Ark., are (l. to r.): Front seat, E. W. Windsor and Rex C. Hall of The Sherwin-Williams Co.; rear seat, Earl Bowman, vice-president of Voss-Hutton-Barbee Co.; Pierce Hutton, secretary, and President Bill Barbee—all set to go.



## Surface Grinding Made Faster, Safer, Easier

Two new features on the Lempco DCS Dry Surface Grinder make accurate head and block resurfacing easier and healthier for operator. First—Grinder holds accuracy to .001". Second—Dust control system with optional Waterfall Grit Remover keeps air dust-free. Operator can work without a mask as dust is sucked from wheel by 18" fan. Dust is arrested by: 1) Baffles 2) Centrifugal action 3) Glass-wool treated filter with optional waterfall attachment which washes all remaining grit. Lempco DSM has heavy rugged cast table top, large grinding area, longer wheel life, greater grinding power plus vibrator action which speeds grinding. Write for DSM Folder: Lempco Products, Inc., 5490 Dunham Road, Bedford, Ohio.

**Lempco** Invest in  
**LEMPCO EQUIPMENT**  
... It pays its own way

## 24 Southern Firms Join NSPA Roll

DURING the first half of 1951, 82 firms, including 24 in the Southeast and Southwest, became members of National Standard Parts Association. This brought the total number of wholesalers and manufacturers and their affiliates and branches to nearly 3,000, reported J. L. Wiggins, executive vice-president.

Southern wholesalers among the new members include: Ada Auto Supply, Ada, Okla.; Adams Parts, Wilmington, Del.; Ashby-Garrett Auto Supply, Dallas, Texas; Auto Parts, Inc., Roanoke, Va.; Auto Tire & Parts Co., Inc., Cape Girardeau, Mo.; Bearings Service Co., Baltimore, Md.; Berry Brothers, Inc., Lake Charles, La.;

Chambers Automotive Supply, Princeton, W. Va.; Clark Auto Parts Supply, Coleman, Texas; Decatur Auto Parts Co., Inc., Decatur, Ga.; Drewry's, Gleason, Tenn.; Florida Auto Supply, Inc., Miami, Fla.; Key West Auto Parts Co., Key West, Fla.; M & M Auto Parts, Inc., Mission, Kan.; J. A.

McCurry Auto Parts, Kingsport, Tenn.;

Mazer Brothers Auto Parts & Equipment Co., Essex, Md.; Modern Machinist, Washington, D. C.; Moore Brothers Electric Co., Houston, Texas; Motor Parts Co., Eufaula, Ala.; Norman Auto Supply Co., Inc., Fort Myers, Fla.; Richburg Auto Supply Co., Andalusia, Ala.; Standard Auto Parts Co., Sarasota, Fla.; Walker Auto Parts, Big Spring, Texas, and Waynesboro Auto Parts, Inc., Waynesboro, Va.

## Ramsey Joins Buxbaum

John L. Ramsey has been appointed sales manager for the automotive rubber products and rubber housewares divisions of The Buxbaum Co., Canton, Ohio. He formerly was vice-president and sales manager of E. J. McAleer & Co., Philadelphia.

In addition to its present building, an addition in the near future is being planned by Motor Supply Co., Inc., Amarillo, Texas, according to Carl L. King, Sr., president and general manager.



**CONSERVE VITAL MATERIALS**  
**RE-USE Original Automotive Assemblies**

**RESTORED WITH *National* Repair Parts**

For Chev. Cars & Pickups, Most GMC Pickups.  
As Advertised in the Saturday Evening Post  
Sold Nationally by Leading Automotive Wholesalers.

**NATIONAL MACHINE WORKS, INC.**  
P. O. BOX 4305 AUTOMOTIVE PARTS MANUFACTURERS OKLAHOMA CITY 9, OKLA.

Write or wire for full information. Dept. S.

## CROFT T-300 for Your Bearing Maintenance



The Croft T-300 is designed for use on bearings from 1 1/2" O.D. to 7 1/2" O.D. The 24" handle provides easy leverage for forcing the lubricant all through the bearing. After placing the bearing on the cone-shaped cup, you merely press down on the lever. This hushy packer will last almost indefinitely. There is nothing to adjust, nothing to get out of order. The barrel holds 6 lbs. of lubricant. The finish is cadmium and enamel. The overall height is 34" (extended) and the shipping weight is 27 lbs.

ASK YOUR JOBBER  
OR WRITE TO:

**WILLIAM TURK CO.**

11070 SO. ALAMEDA, LYNWOOD, CALIF.  
Mfrs. of CROFT equipment.  
Send for catalog showing complete line



## Sales-to-Capital Ratio Hits 3.38 in 1950

**T**HREE dollars and 38 cents worth of replacement equipment, supplies and machine-shop service was sold for every dollar of working capital automotive wholesalers had invested in their businesses in 1950, according to a survey by the National Standard Parts Association which was announced last month.

These figures and many other financial and operating ratios and sales statistics are included in the association's management guidebook, "1951 Comparative Performance Records and Leading Lines Survey for Wholesaler Executives."

This year's report, of returns from members in every section of the country and nearly every conceivable volume classification, indicated that the best sales month for wholesalers in 1950 was August and that motor and chassis parts remained the "leading line," contributing 7.66 per cent of total volume.

The survey also revealed that sales expense amounted to over 43 per cent of wholesalers' gross profit, general and administrative expense took another 34 per cent and indirect expense accounted for nine per cent more. Annual stock turnover was at the rate of

4.11 times per year.

The format for the 1951 edition is similar to previous years. It is printed in two colors, is pocket size and contains 24 pages of facts and figures. Eight important financial ratios, in addition to the many operating ratio figures, are included in the booklet for the first time.

## NPA Announces Members Of Parts Committee

**T**HE National Production Authority, U. S. Department of Commerce, has announced the membership list of the Automotive Replacement Parts Manufacturers Industry Advisory Committee as follows:

Ira Saks, president, Accurate Parts Mfg. Co., Cleveland, Ohio; C. L. Jacobson, president, Chrysler Motors Parts Corp., Detroit, Mich.; Furber Marshal, president, Dart Truck Co., Kansas City, Mo.; T. R. Navin, president, Detroit Bevel Gear Co., Detroit; J. E. Echlin, president, Echlin Manufacturing Co., New Haven, Conn.; John A. Shank, manager, Parts & Service Division, The Electric Auto-Lite Co., Toledo, Ohio;

G. S. Peppiatt, president, Federal-Mogul Corp., Detroit; Earl Ward, manager, Parts & Accessories, Ford Division, Ford Motor Co., Dearborn, Mich.; Wilbur H. Norton, vice-president, General Motors Corp., Detroit; Daniel A. Conroy, management staff, International Harvester Co., Chicago, Ill.; W. G. Hancock, president, McCord Corp., Detroit; A. J. Mummert, president, McQuay-Norris Mfg. Co., St. Louis, Missouri;

A. H. Maremont, executive vice-president, Maremont Automotive Products, Inc., Chicago; Herbert P. Moog, president, Moog Industries, Inc., St. Louis; Joseph E. Adams, assistant to vice-president, Thompson Products, Inc., Cleveland; H. R. Scheuten, president, Tillotson Manufacturing Co., Toledo, and F. G. Allen, parts and service manager, The White Motor Co., Cleveland.

"This company enjoyed a higher volume in sales during June than any previous month since the business opened Sept. 1, 1945," Manager T. H. Southwell, Richburg Auto Supply Co., Andalusia, Ala., reported last month. "Collections are tight but not alarming."

## Leniency on Accounts Asked for Flood Area

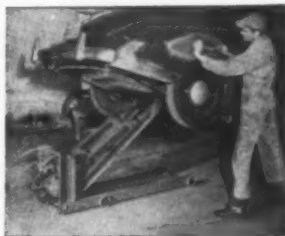
Manufacturers serving jobbers in the flooded areas of Kansas and Missouri were asked to be "lenient with their jobbers on due and past-due accounts," in a special bulletin from R. D. "Bob" Myers, news editor, *Automotive Trade Winds*, Kansas City.

"No time should be lost by the manufacturers and their representatives in offering their cooperation in salvaging the jobber business and rehabilitating them back to normal operation," he commented. "It will take weeks and perhaps months before a normal flow of business will and can be re-established."

# LEE END LIFT

A LIFT FOR THE WORLD

**Cuts Labor Costs In  
Body and Fender Shops  
As Much As 25%**



**Has Original Patented Safety  
Latch! Automatically Locks  
Hoist at 10 Different Heights  
(Pat. No. 2,552,965)**

The Lee portable air-operated End Lift raises either end of a car to convenient working height. Men doing body and fender repairs are working in a standing position. No crouching — no creepers. Shops using Lee End Lifts report faster, better work and as much as 25% saving in labor costs.

It is also ideal for inspecting and estimating frame damage and for all kinds of under-car work. When not in use, you can stand the Lee End Lift on and out of the way in a space approximately 2 ft. square.

Compare the Lee End Lift with any other end lift for quality and workmanship and ease of operation. Test it yourself in your own shop under your own conditions and you will be convinced that it is the finest end lift on the market.

Lifts front or rear of car 51". Has 10 different working heights. 3600-lb. capacity. Also available in truck models with 6000-lb. capacity. This is the original Lee End Lift which pioneered the field.

See your jobber or write for Bulletin  
SA and prices.

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It strips and also crimps Rajah Terminals to  
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Order from your jobber or direct from us.  
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The Rajah Company, Bloomfield, N. J.

## Accounts-Receivable Picture Is Varying, Readers Report

**I**S THE accounts-receivable situation better or worse than it was earlier this year?

A survey of 300 jobbers throughout the South last month did not reveal a clear-cut trend one way or the other. Some firms answering the SOUTHERN AUTOMOTIVE JOURNAL question reported an increase in accounts receivable, while others said the last few months had brought an improvement. A number said the situation was unchanged from earlier this year.

"Collections for the second quarter reflect an improvement of 40 per cent over the first quarter of this year," commented Claude L. Wilson, director of sales, Van's Auto Supply, Oklahoma City, Okla. "At this particular time we consider sales and collections very healthy."

On the other hand, W. E. McCleskey, president, McCleskey Brothers, Gadsden, Ala., reported: "Accounts receivable are running quite a bit more than on Jan. 1. We have an over-all increase of about ten per cent."

"This increase could have been much more than the ten per cent, had we accepted the many new accounts that wanted to open charge accounts. Our credit department is checking our new and old charge accounts more carefully than ever before, as we all know our increases in cost of doing business also apply to the collection of accounts."

"The smart small and larger jobbers will certainly profit by keeping a close check on credits and not allowing their accounts receivable to get out of line with their volume of business."

Said Owner W. F. Boyte, Jr., Boyte Supply Co., Lake Wales, Fla.: "Our accounts receivable are doing all right. We do not notice much difference from the first of the year. We feel that small accounts in small stations and garages will bear close watching."

Although no comparison between 1951 and 1950 accounts receivable was specifically asked for in the questionnaire, several wholesalers included this information in their answers.

"Accounts receivable are about

the same as earlier this year but are higher than last year at this time," reported Charles F. Jacob, president and manager, Bastrop Motor Supply Co., Inc., Bastrop, La. "We find that ready cash is not as plentiful."

Said H. Bowers, branch manager, Automotive Supply Co., Norton, Va.: "Accounts receivable are much better this year than last. Accounts have been watched more closely and not let get behind too far."

"We are getting about 25 per cent more volume and better payments. We have eliminated most of the slow accounts," reported J. F. Reid, J. F. Reid Auto Supply, West Palm Beach, Fla.

E. G. Skinner, buyer, Jones Battery & Auto Parts, Laurel, Miss., reported accounts receivable down 20 per cent.

President F. W. McClung, McClung Brothers, Inc., Waynesboro, Va., said accounts receivable were "running better."

### Better Past 60 Days

B. C. Cox, president, Gastonia Motor Parts Co., Inc., Gastonia, N. C.—"Collections are better the past 60 days."

C. W. Cullum, assistant manager, Grand Auto Parts Co., Paris, Texas—"Our accounts receivable are running better than last year, both in volume and collecting."

Among the comments from firms who reported that the situation was not as good as earlier this year were:

Miller F. Burkhalter, Jr., owner, Eagle Supply Co., San Antonio, Texas—"Accounts receivable are slowing up but still are not too bad. We are watching whom we sell to—especially those out of town. Our small-town accounts have been very disappointing but the ones in town, very good."

Howard C. Moore, office and credit manager, Parks & Hull Automotive Corp., Baltimore, Md.—"A lot of accounts are slowing down on payments. More 30-day accounts now."

President M. M. Dykes, The Auto Supply Co., Inc., Columbus, Ga.—"Accounts receivable are beginning to get slow in spots."

## A Reader Survey

Owner T. T. Thompson, Thompson's Battery & Electric Co., Greenville, Miss.—"Receivables are higher and collections fair. Some individual accounts are getting slow in paying monthly."

E. A. Giller, owner, Giller's Auto Parts Co., Dallas, Texas—"Charges have increased. Collections are slower."

Others who reported an increase in receivables included: Partner T. B. Brooks, Tom's Auto Supply, Roxboro, N. C.; Owner Harry L. Ginsburg, Dixie Electric & Auto Parts Co., New Orleans, La., and R. L. Jackson, owner, Standard Auto Parts Co., Dade City, Fla.

Reporting receivables about the same were: H. A. Finnie, Finnie's Auto Parts, Orlando, Fla.; Vice-President Johnson Whitsett, Smyth Auto Supply Co., Inc., Amarillo, Texas, and S. B. Mellen, president, Mellen Parts Co., Atlanta, Ga.

Edgar Hallman, who has been working the Alabama and western Florida territory for Southern Sales Co., Jackson, Miss., recently moved from Jackson to Birmingham, Ala.

"We have taken on the Exide battery line," Automotive Service Co., Inc., Louisville, Ky., reported last month.



### VAL-VIN-HED Silencer

Stops clicking noise. Lubricates valve mechanism. Provides protection against moisture condensation. Chevrolet list \$2.95; Buick \$3.50. Place an order with your jobber today.

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**Southwest Rep's:**

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Furnished in sets, four of  
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434 self-cancelling switch at small extra cost. Sets are  
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ameter. Body four  
inches. 3 inches.  
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from flange, 1 1/2  
inches. Body heavy gauge  
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Silver-like lustrous finish.  
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AUTOBODY  
REPAIRS**

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## Business Is Better For 89 Per Cent

**S**ALES in the first six months of 1951 were higher than in the first six months of 1950 for 89 per cent of Southern wholesalers, judging by a survey conducted by SOUTHERN AUTOMOTIVE JOURNAL.

The question on sales volume was the final one on the form used for the annual "lines carried" survey. Tabulation of incomplete returns at press time showed that 89 per cent of the jobbers reported an increase, eight per cent had a decrease and three per cent had the same sales volume in the first six months of 1951 as in the same period of 1950.

Percentages are based on 562 questionnaires received from firms throughout the South.

About 60 per cent of the increases were in the range from ten to 25 per cent. Another 17 per cent reported increases under ten per cent.

More than three fourths of the reported decreases were under 20 per cent.

## Riteset Company Names Shafer and Nichols

**A**RCH C. Shafer has been elected vice-president in charge of sales of Riteset Manufacturing Co., Los Angeles, Calif., and Ken Nichols has been named secretary-treasurer.

Negotiations for additional floor space next to the present site were underway last month, Howard N. Wilhelm, president and general manager, announced.

## Toledo Names Wetherington

Ron Wetherington has been appointed manager of the Philadelphia district of Toledo Steel Products Co., succeeding George Poe, who has taken over supervision of customer relations at the home office. The Philadelphia district includes Maryland, Delaware, eastern Pennsylvania and southern New Jersey. He was formerly with Toledo.

## Harry Huff Succumbs

Harry E. Huff, for a number of years Southeastern manager of Edison Lamp Division of General Electric Co., died last month in Buffalo, N. Y. At the time of his death he was manager of the Niagara district.



G. W. Sherin, sales manager of the Chemical Specialties Division of E. I. du Pont de Nemours & Co., Inc., retired July 31 after 26 years with the firm. The division was started under Sherin's direction with one product 25 years ago and now distributes more than 30 products.

## Albert Schoelkopf Heads Houston Wholesalers

**A**LBERT Schoelkopf of Automotive Parts Service has been elected president of the Houston, Texas, Automotive Wholesalers, Inc. Jack Schaefer of Lester Battery and Electric Co. was named vice-president and Howard Proctor of Acme Welding Supply, Inc., was elected secretary-treasurer.

Directors include: Joseph F. Meyer, III, Joseph F. Meyer Co., who is the immediate past president; Ernest Wagner, Moore Brothers Electric Co.; John Patrick, The Mountjoy Co. of Houston, and Harold Bigras, Fleet Service Co.

## Blair Coiner Buys Staunton Hotel

**B**LAIR C. Coiner of Coiner Parts Co., Staunton, Va., is now owner of Hotel Ingleside on U. S. Route 11, three miles north of Staunton.

Facilities at the 50-room hotel include an 18-hole golf course, tennis courts and swimming pool.

## Bath and Gilmore Buy Campbell Parts Co.

**C**HARLES E. Bath and Eugene F. Gilmore, owners of Bama Auto Parts Co., Demopolis, Ala., recently purchased Campbell Auto Parts Co. at Selma, Ala.

The Selma store will be operated as Bama Auto Parts Co. James T. McGaughey of Atlanta and Monroe, Ga., is manager.

## Lee End Lift Selects Three Distributors

**T**HREE Southern distributors for its Lee End Lift and Lee Handy Lift have been appointed by Automotive Equipment Manufacturing Co., Los Angeles, Calif.

Dealers Bin & Supply, 711 Linden St., Memphis, Tenn., will represent the line in Tennessee, Mississippi and Arkansas.

E. R. Smith & Associates, 3312 Germantown Ave., Philadelphia, Pa., will cover a territory that includes Delaware, Maryland and Washington, D. C.

The entire state of Florida will be handled by Automotive Specialties, Inc., 192 N. W. 36th St., Miami.

## W. J. Suttles Joins Holfast Rubber

**W**ILLIAM Joseph Suttles of Atlanta, Ga., has joined the Holfast Rubber Co., fan-belt manufacturer, as special field representative, it has been announced by Jack Morse, sales manager.

Suttles attended the University of Georgia and had been associated with several automotive parts manufacturers before joining Holfast. He will begin his field work by covering the Kentucky and Tennessee territory.

W. E. Wayland is now working the Harrisonburg territory for McClung Brothers, Inc., Waynesboro, Va.

**THIS COMPLETES SOUTHERN'S MOLDED LINING FAMILY**

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FRICTION MATERIALS CO. CHARLOTTE, N.C.  
THE ONLY MOLDED BRAKE LINING MANUFACTURER



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A cold repair is quick, easy and convenient, and the Buxco Dual-Duty makes cold repairs that are superior to any other cold or hot repair.

That's because of the Dual-Duty's feather-edge construction and highest grade rubber content. Used as a cold repair, the Dual-Duty vulcanizes itself during wheel spin . . . positively avoids bumping.

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Yes, the cold patch story is a strong-selling one, and you can tell it and sell it best, because you've got the best cold or hot patch working with you . . . that's the Dual-Duty!

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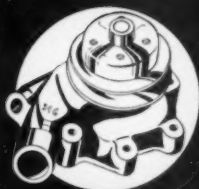
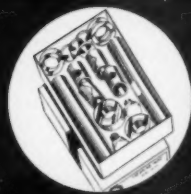
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sturdy  
safe



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6 Months...in One Hour  
of Labor Saved per Day**

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### They Come and Tarry At This Counter

When the thermometer registered over 90 for 24 consecutive days in Memphis, Tenn., recently, Mrs. Frances Gandy, head switchboard operator for Mills-Morris Co., answered all incoming phone calls by saying, "We are air-conditioned."

The change from the usual "Good Morning" or "Good Afternoon" increased store traffic during the heat wave, Mills-Morris officials said.

### Tobin-Arp Mfg. Names Larson and Taylor

ARNOLD W. "Army" Larson has been named vice-president in charge of sales and service of Tobin-Arp Manufacturing Co. and Jack M. Taylor has been named secretary.

Larson has been associated with the automotive service industry since 1918 and with Tobin-Arp since 1939.

Taylor, formerly comptroller, joined the company in 1949.

### Hebler Rejoins Silco

William O. Hebler has been appointed director of research for



W. B. Prosser has been elected a vice-president of Perfect Circle Corp. With the firm for 27 years, he had been general manager since 1947. Before that he had been general factory manager of the firm.

Petroleum Solvents Corp., manufacturer of Silco products. Prior to World War II, he had worked with the firm. He left to do lubricant and fuel research for the U. S. Navy.

### 1,000 Operators Attend Mills-Morris Clinics

MORE than 1,000 operators of automotive paint and body shops in Memphis and Union City, Tenn., Tupelo and Greenville, Miss., and Jonesboro, Ark., attended a series of painting clinics sponsored last month by Mills-Morris Co. of Memphis and

Sherwin-Williams Co.

Demonstrations of the "hot-spray" method for enamel and lacquer were given at the five meetings by Rex Hall of Sherwin-Williams. Refreshments were served and door prizes were awarded.

### Bright Represents Thor Tools

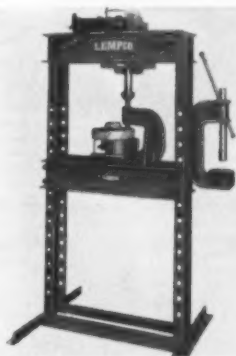
Byron Bright, formerly with Herman J. Downey & Co., is now with Independent Pneumatic Tool Co. He will cover the Alabama and Tennessee territory for Thor tools.

Walter Hentz has joined the staff of Lawson Auto Parts Co., Inc., Birmingham, Ala. He formerly was with Post Welding Supply Co. of Birmingham.

Steve W. Dellinger, owner of Charlotte Auto Parts Co., Charlotte, N. C., recently was elected to the seven-member city council for a term of two years.

Lewisburg Auto Parts of Lewisburg, Tenn., is opening a branch at McMinnville, Tenn.

"And you told me when you came for it you wanted it to run like a clock. Well, sir—"



### DON'T BE PUMPED OUT! LET YOUR AIR HOSE FURNISH THE POWER

No more pumping! Air does the work, at a speed of about four feet per minute free travel. Rivets a 16-rivet pinion gear with far less time and labor than required for hand pumping. Ram movement controlled by a handy lever. Accurate control of ram pressure eliminates spoilage. Simply connect the press to your air compressor. Write for Bulletin 40 Ton Air Press. Lempco Products, Inc., 5490 Durham Road, Bedford, Ohio.

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# Sparton

THE NAME THAT SIGNALS

## PLENTY OF PROFIT!

PART OF THE COMPLETE LINE of Sparton directional signals, auxiliary lamps, warning signals and other safety devices that help you tap all the automotive market.

### DIRECTIONAL SIGNALS

Approved in most states requiring approval



Series 900, Class "A"

New flasher type for left or right turns. Visible 1500-1800 feet in daylight—more at night. Lamp shell and rims bonded steel. Rustproof, dustproof, shakeproof. For vehicles over 80 inches.



Sparton Self-Cancelling Directional Signal Switch

Adapts to all trucks and must cars. Easily installed on steering column. Can be cancelled manually without damage to parts if turn is not completed. Meets 1951 SAE specifications and commercial standards. Now furnished in all Sparton Directional Signal Sets.

### POLAVISION TRUCK MIRROR

It's polarized—cuts reflected glare 80%—drivers see with greater clarity. Rectangular, rubber-rimmed complete mirrors and replacement mirror heads available. Also supplied in clear glass.



### ARMORED CLEARANCE LAMP



Special Fresnel lens intensifies light, needs only 2-c.p. lamp bulb. Rubber-gasket cushioned. Bonded, Patent-pending body edge holes provide truck body illumination pattern. Heavy-gauge, stamped steel body.



### SPARTON

Super Horn

Much in demand by auto and truck owners. All steel construction. Amazing signal intensity. Lightning response. New-type mechanism. Easy installation. No additional equipment necessary.

# Sparton

AUTOMOTIVE

Division of  
THE SPARKS-WITHINGTON  
COMPANY

JACKSON,  
MICHIGAN

One complete line  
... one reliable  
source. Makers of  
quality safety sig-  
nals since 1900.

# "Good Community Relations—Good Customer Relations *Spell Good Business*" Says Erik



Reading time: 1 minute, 39 seconds

"When my brothers and I set out to build an automobile business," Erik Simmons relates, "we recognized that success depended on serving our community in the best way possible. Therefore, we took an active part in our town's life, sold only the best cars, and built a wide circle of loyal friends."

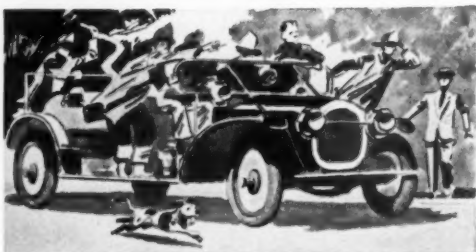
Erik started his automotive career in a small mid-western city in 1916, joining with his two brothers in organizing a repair shop in a small building formerly occupied by a tailor. Erik, an expert mechanic, handled the repair department and also assisted his brothers in selling two of the leading makes of cars at that time. "It wasn't unusual to drive thirty miles over rutted roads to see a prospect," Erik recalls, "and we'd make our pitch in a farmer's backyard with chickens and ducks roosting on the bumper and running board. We took anything for



trades—farm machinery, horses and even cows." The business prospered as the friendly, honest dealings of the brothers gained attention throughout the country.

Because Erik believed a salesman served his customer better by knowing everything about his product, he took a special course for automotive mechanics. "The technical facts I learned," Erik says, "have helped my selling countless ways. For instance, I even sold a fire engine because I knew the answers. And, my practical experience taught me how valuable good community relations can be. In fact, I went out of my way to replace the horse-drawn engine in my home town. It was good business," he emphasizes. "Every time my new-fangled fire wagon screeched through town, someone was sure to say, 'There goes that new fire truck Erik built.'"

His wide acquaintance among car owners, a reputation for honesty and his position in the community, were so out-



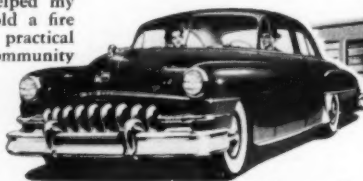
standing they won him a De Soto dealership when an opening occurred.

Erik gets into community activities at every opportunity. He has local police officers participate in a "Safety Through Courtesy" program. The officers nominate courtesy drivers, then Erik presents the drivers with \$5.00 bills.



Today Erik is proud of the thriving dealership he has established. His modern plant includes spacious showroom, large service department, and an active used car lot. He is so sold on the opportunities in the automobile business that he has brought his college-trained son into active management. "And," Erik emphasizes, "he's carrying on the tradition of good community relations, good customer relations, and a top-notch product to sell. You can't miss with that combination!"

Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Mich.



**Chrysler Corporation**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS  
Fine Cars of Great Value

# TOUGH ..

*But oh so Gentle*



## TOUGH ON OIL-PUMPING • GENTLE ON CYLINDER WALLS

● The famous Hastings Steel-Vent is engineered for replacement service and for *all* replacement service. It's the right ring for every re-bore, re-ring and re-sleeve job.

Hundreds of fleet maintenance men specify Steel-Vent exclusively. Thousands of garages and repair shops install Steel-Vent for every job. Millions of

car, truck and tractor owners know Hastings Steel-Vent is tough on oil pumping, gentle on cylinder walls.

Whatever the engine condition, whatever the operating condition, Hastings gives you the right ring combination built around the famous Steel-Vent.

HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN  
PISTON RINGS • SPARK PLUGS • OIL FILTERS • CASITE • DROUT

# HASTINGS

THE RIGHT COMBINATION FOR  
EVERY ENGINE CONDITION



Steel-Vent Set—the famous Tough-but-oh-so-Gentle steel oil control ring in a Motor Engineered Set, priced no higher than ordinary ring sets.



Hastings 2C Set—With chrome on the two oil control rings, the Steel-Vent and the Hastings Chromalube (an auxiliary type oil-compression ring for the second groove).

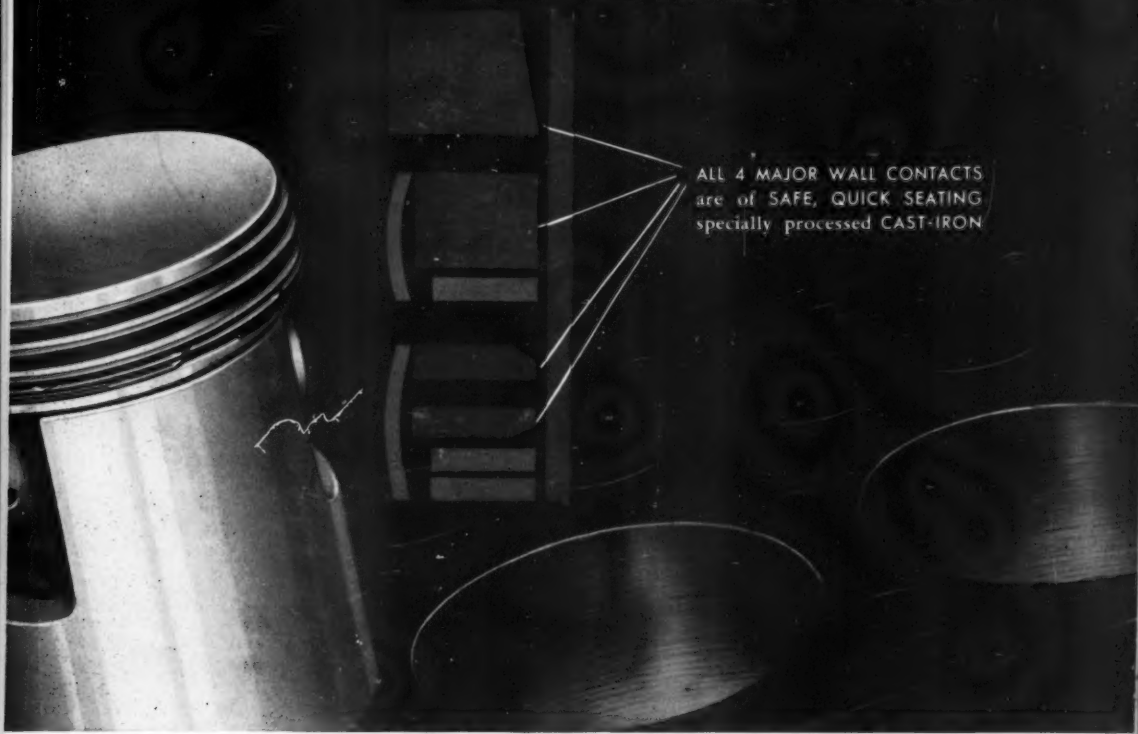


Hastings 3C Set—A complete chrome set-up with Chromalube, Chrome-Faced Steel-Vent and Chrome-Test top compression ring, for extreme operating conditions.



# Quick Seating

*... that overcomes cylinder wall glaze, too!*



ALL 4 MAJOR WALL CONTACTS  
are of SAFE, QUICK SEATING  
specially processed CAST-IRON

Ramco's Double-Life Principle *insures quick seating that is*  
*kind to cylinder walls and* **ACTUALLY CURBS WEAR**

**RAMCO RE-POWERING\***  
Program Helps You to  
Help America Fight  
Premature Engine Wear

Use the Ramco RE-POWERING  
Program to show customers  
that oil pumping is a warning  
sign which, if unheeded, will  
result in Premature Engine Wear.  
Sign up for the RE-POWERING  
Station Sign. Get the help of  
this nationally advertised  
program to sell more piston rings,  
Carburetion, Ignition, and Cooling services.  
See your Ramco Jobber Today.

\*Nationally Advertised in



QUICK SEATING is one important reason why reports of 40,000 miles and up are commonplace with Ramco 10-Up Rings. It is a fact that *quick seating* is essential to long ring life. Also important is the removal of cylinder wall glaze, one of the biggest enemies of ring life.

Ramco 10-Up Rings provide this quick seating and glaze removing action through the exclusive Ramco Double-Life Principle. This principle makes possible the use of only gentle *cast-iron* for the major bearing surfaces during the seating period. Nothing can be kinder to cylinder walls than cast-iron. In addition

Ramco Cast-Iron-Rings are specially processed to improve seating action and overcome glaze, too.

This quick safe seating action is one of many reasons why Ramco 10-Up Rings actually curb wear in worn and tapered cylinders. See your Ramco Jobber for all the advantages of Ramco All Purpose 10-Up Rings. Ramsey Corporation, St. Louis, Missouri.

**RAMCO** *10 all purpose*  
**up** RINGS

Right for ANY Job  
Re-Bore or Re-Ring • Car • Truck • Bus • Tractor